

Year 10 Assessment Grid Enterprise & Marketing		
Market Research		
Low Attaining Year 10 student	Middle Attaining Year 10 student	High Attaining Year 10 student
Identifies the overall aims of the market research. Basic outline of the sampling method (s) to be used, evidencing limited understanding.	A sound explanation of the overall aims of the market research. Sound justification of the sampling method(s) to be used, evidencing some understanding.	A comprehensive explanation of the overall aims of the market research. Comprehensive justification of the sampling method(s) to be used, evidencing clear understanding.
Creates market research tools with limited effectiveness, resulting in completed research outcomes with limited relevance to the aims.	Creates three mostly effective market research tools, resulting in completed research outcomes with some relevance to the aims.	Creates three comprehensive, accurate and fully effective market research tools resulting in completed research outcomes that are fully relevant to the aims.
Collates the results and uses basic method(s) to briefly present the research outcomes.	Collates the results and uses mostly effective method(s) to present the research outcomes.	Collates the results and uses effective method(s) to present the research outcomes.
Limited review of the collated results.	Sound review of the collated results.	Comprehensive review of the collated results.
Customer Profiles		
Describes limited features of a specific customer profile using market segmentation techniques.	Describes some features of a specific customer profile using market segmentation techniques.	Describes in detail the features of a specific customer profile using market segmentation techniques.
Limited justification of the selected customer profile.	Some justification of the selected customer profile, with reference to the market research findings.	Detailed justification of the selected customer profile, with reference to the market research findings.
Developing a product proposal		
Creates a basic outline of a design mix with limited/ no reference to the customer profile and market research findings.	Creates an outline of an appropriate design mix with some justification.	Creates an outline of an appropriate design mix with comprehensive justification.
Generates product design ideas with limited use of creative techniques.	Generates product design ideas with adequate use of creative techniques.	Generates product design ideas with effective use of creative techniques.
Limited description of how the design mix and market research findings have informed one of the designs.	Sound description of how the design mix and market research findings have informed one of the designs.	Comprehensive description of how the design mix and market research findings have informed one of the designs.
A basic summary of the strengths and/or weaknesses of the design proposals is produced. Limited or no reference is made to the self-assessment and the verbal and written feedback gathered.	A sound summary of the strengths and weaknesses of the design proposals is produced. Some reference is made to the self-assessment and the verbal and written feedback gathered.	A comprehensive summary of the strengths and weaknesses of the design proposals is produced. Detailed reference is made to the self-assessment and the verbal and written feedback gathered.
Design modifications, with limited relevance to self-assessment and feedback, are carried out with basic description.	Design modifications, with sound relevance to self-assessment and feedback, are carried out with adequate description.	Design modifications, with clear relevance to self-assessment and feedback, are carried out with full description.
Basic reasons for choosing the final design are provided.	Some explanation of the reasons for choosing the final design is given.	The reasons for choosing the final design are fully justified.
Review whether a business proposal is financially viable		
Identifies a limited range of costs relating to the chosen product design. Variable cost calculations for the product design are completed, with limited accuracy.	Identifies some relevant costs relating to the chosen product design. Variable cost calculations for the product design are mostly accurately completed.	Identifies all relevant costs relating to the chosen product design. Variable cost calculations for the product design are accurately completed.
Predicts a number of units sold in the first month showing no/ basic reasoning.	Predicts a number of units sold in the first month showing sound reasoning.	Predicts a number of units sold in the first month showing detailed reasoning.
Selects a pricing strategy and selling price for the product design. Reasoning has no/ limited reference to the identified customer profile.	Selects an appropriate pricing strategy and selling price for the product design. Reasoning has some reference to the identified customer profile.	Selects an appropriate pricing strategy and selling price for the product design. Reasoning is clearly focused on the identified customer profile.
Calculates the predicted total costs and predicted total profit for the first month with limited accuracy.	Calculates the predicted total costs and the predicted total profit for the first month with some accuracy.	Calculates the predicted total costs and predicted total profit for the first month accurately.
Applies the break-even formula to calculate break-even for the business proposal, with limited accuracy. Shows a basic understanding of the results.	Applies the break-even formula to calculate break-even for the business proposal with some accuracy. Shows a sound understanding of the results.	Applies the break-even formula to calculate break-even for the business proposal accurately. Shows a clear understanding of the results.
Provides a basic outline of the impact of a change in price on the break-even level of sales for the business proposal.	Provides a sound description of the impact of a change in price on the break-even level of sales for the business proposal.	Provides a comprehensive description of the impact of a change in price on the break-even level of sales for the business proposal.
The financial viability of the business proposal is assessed with limited accuracy and detail.	Adequate evaluation of the financial viability of the business proposal.	Full evaluation of the financial viability of the business proposal.
Review the likely success of the business proposal		
Risks and challenges involved with producing and launching a new product are identified.	Sound explanation of the risks and challenges involved with producing and launching a new product.	Comprehensive and realistic explanation of the risks and challenges involved with producing and launching a new product.
Basic links made between the business proposal and risks and challenges faced with limited explanation. Little/no reference made to how these risks and challenges could be minimised/overcome.	Adequate evaluation of the impact that risks and challenges faced may have on the success of the business proposal. Some reference made to how these risks and challenges could be minimised/ overcome.	Fully evaluates the impact that risks and challenges faced may have on the success of the business proposal. Detailed reference made to how these risks and challenges could be minimised/overcome.

Year 11 Assessment Grid Enterprise & Marketing

Developing a brand identity		
Low Attaining Year 11 student	Middle Attaining Year 11 student	High Attaining Year 11 student
Research into competitors' strengths, weaknesses and their unique selling points is limited.	Research into competitor's strengths, weaknesses and their unique selling points is adequate.	Research into competitor's strengths, weaknesses and their unique selling points is comprehensive.
A basic analysis of the external environment is carried out.	A sound analysis of the external environment is carried out, but may lack detail.	A comprehensive analysis of the external environment is carried out.
The review of the product's strengths, weaknesses and their unique selling point is limited.	The review of the product's strengths, weaknesses and their unique selling point is sound.	The review of the product's strengths, weaknesses and their unique selling point is fully considered.
Briefly describes branding methods.	Partly explains the combination of branding methods.	Comprehensively justifies the combination of branding methods.
Creates a brand personality for their business proposal and makes a basic case why the chosen brand personality is likely to succeed, with limited or no reference to how the brand appeals to the specific customer profile.	Creates a brand personality for their business proposal and makes a sound case why the chosen brand personality is likely to succeed with some reference to how the brand appeals to the specific customer profile.	Creates a brand personality for their business proposal and makes a detailed case as to why the chosen brand personality is likely to succeed with full and clear reference to how the brand appeals to the specific customer profile.
Creating a promotional campaign		
Explanation of promotional objectives and KPIs is basic.	Promotional objectives and KPIs are partly explained.	Promotional objectives and KPIs are comprehensively explained.
Basic digital and non-digital materials are created to raise awareness of the product, with limited or no reference to how they will work together, or to their suitability to the needs of the target customer profile.	Adequate digital and non-digital materials are created to raise awareness of the product, with some evidence that they will work together coherently and are suitable for the target customer profile.	Detailed digital and non-digital materials are created to raise awareness of the product, and includes clear evidence of how they will work together coherently and are fully appropriate to the needs of the target customer profile.
Limited consideration is given to the appropriateness of the timeframe for the promotional campaign.	Suitability of the timeframe for the promotional campaign is partly considered.	Suitability of the timeframe for the promotional campaign is fully considered.
Plan and pitch a proposal		
Briefly explains factors for consideration when planning a pitch for a business proposal.	Adequately explains factors for consideration when planning a pitch for a business proposal.	Comprehensively explains factors for consideration when planning a pitch for a business proposal.
Resources/supporting materials produced are superficial with limited thought to the needs of the target audience.	Resources/supporting materials produced are adequate showing some thought has been given to the needs of the target audience.	Resources/supporting materials produced are detailed and fully tailored to the needs of the target audience.
Responses to possible questions that the audience may pose are briefly considered.	Responses to possible questions that the audience may pose are adequately considered.	Responses to possible questions that the audience may pose are fully considered.
Basic or no support offered to peers during their practice pitch.	Some support offered to peers during their practice pitch.	Effective support offered to peers during their practice pitch.
Limited refinement of pitching skills, pitch plans and supporting materials based on feedback.	Sound refinement of pitching skills, pitch plans and supporting materials based on feedback.	Fully refines pitching skills, pitch plans and supporting materials based on feedback.
Visual aids, resources and supporting materials are used with limited effectiveness to aid delivery of the pitch.	Visual aids, resources and supporting materials are used with adequate effectiveness to aid delivery of the pitch.	Visual aids, resources and supporting materials are used with full effectiveness to aid delivery of the pitch.
A basic outline of the business proposal is presented using limited presentation skills.	An adequate outline of the business proposal is presented using sound presentation skills.	A comprehensive outline of the business proposal is presented using effective presentation skills.
Demonstrates basic time management skills.	Demonstrates sound time management skills.	Demonstrates effective time management skills.
Limited evidence of consideration given to tailoring the pitch to meet the needs of the audience.	Some evidence of consideration given to tailoring the pitch to meet the needs of the audience.	Clear evidence of consideration given to tailoring the pitch to meet the needs of the audience.
Basic content in the pitch to persuade the business to produce the product.	Adequate content in the pitch to persuade the business to produce the product.	Clear and effective content in the pitch to persuade the business to produce the product.
Limited answers are given to questions posed.	Adequate answers are given to questions posed.	Fully justified answers are given to questions posed, demonstrating a full understanding of the proposal and potential issues raised.
Review a brand proposal, promotional campaign and professional pitch		
A basic review of own pitch/pitching skills is completed. Strengths and areas for development regarding the pitch/pitching skills are briefly described.	A sound review of own pitch/pitching skills is completed. Strengths and areas for development regarding the pitch/pitching skills are adequately explained.	A comprehensive review of own pitch/pitching skills is completed. Strengths and areas for development regarding the pitch/pitching skills are fully explained.
A basic review of your business proposal is completed using a limited range of evidence.	A sound review of your business proposal is completed using a range of evidence.	A comprehensive review of your business proposal is completed using a range of evidence.
The likely success of the business proposal is briefly explained.	The likely success of the business proposal is adequately explained.	The likely success of the business proposal is comprehensively explained.
Strengths and areas for future development of your business proposal are briefly described.	Strengths and areas for future development of your business proposal are adequately explained.	Strengths and areas for future development of your business proposal are comprehensively assessed.

