

Woodhouse West Primary– Knowledge Organiser

Year Group:	3	Subject:	Enterprise	Focus/Theme:	Enterprise	Term:	Summer 2
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What I should already know?

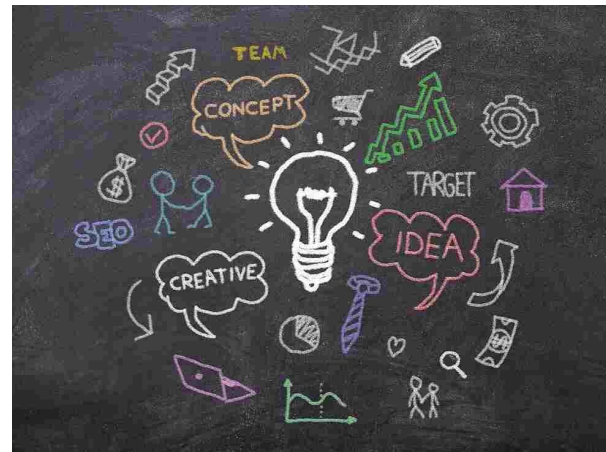
- Basic money skills.
- Some key vocabulary (such as: budget, profit, audience) from previous years' enterprise projects.
- Design a product with consideration to a problem/brief.

Key Vocabulary

Entrepreneur	A person who creates a product or service with the aim to make money.
Budget	An amount of money (that cannot be exceeded), which (in business terms) is used to create a product and sell it.
Profit	The amount of money made after cost of production is deducted.
Target Audience	People who you are targeting to sell your product to.
Marketing	A method of advertising a product and selling it.
Research	To find out information.

... skills I am practising

- Budgeting and costing
- Market research
- Product research and development.
- Data handling
- Writing persuasively / creating advertisements.



Sequence of learning

The sequence of enterprise is split into the following phases, with no set amount of lessons per phase.

Phase 1: Generating ideas and evaluating

Phase 2: Feasibility, budgeting and Market Research

Phase 3: Marketing

Phase 4: Design and Make

By the end of the unit I should know...

- How to generate realistic ideas for a product / service.
- Use market research to make informed choices about a product.
- Understand how to develop a product for an intended target audience, using the design and technology cycle.
- Use effective marketing to make a product visible to it's audience.
- How to understand budget, costs and demand in order to make profit.

Key knowledge/facts

- First, a problem is identified. Then, a product brief is generated with a success criteria that needs to be met in order to make a product “successful”.
- In order to make reasonable profits, budgeting must be considered in order to establish a retail price for customers.
- To ensure good quality of a product and to ensure that the brief has been met, research, design, make, evaluate is a good structure for product development.