



Tudor Grange  
Worcester

# Skills Action Service *SAS Enterprise*



SAS

## Learning Journey

*From idea generation to idea realisation.*

### Classroom Learning

#### Learning Stop 1

*How do I collaborate as part of a team to produce a business idea?*

#### Learning Stop 2

*How do I generate marketing material to promote a product?*

### Home Learning

**Home Learning Stop One:**  
Research and develop chosen idea.

**Home Learning Stop Two:**  
Resource materials and props for Easter Event

Service

Easter Extravaganza Event



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# Skills Action Service

## SAS Enterprise



SAS

## Key Language

Word	Definition	In context
<b>enterprise</b>	A business organisation.	They set up a new enterprise in an old bakery.
<b>target market</b>	The set of customers sharing common needs, wants and expectations that a business tries to sell to.	Nike's target market was teenagers who wanted fashion trainers.
<b>unique selling point</b>	What makes a business different from everyone else in the market.	They felt their pet food had a unique selling point which other brands did not have.
<b>revenue</b>	The total amount of money brought in by a company's operations, measured over a set amount of time.	Traders have lost £10,000 in revenue since the traffic scheme was put in place.
<b>profit</b>	The difference between the money made by a business and the money spent.	MacDonalds made a profit of £10,000,000 last year.
<b>costs</b>	An amount that has to be paid or spent to buy or obtain something.	Their costs for electric and gas were sky high after the price increase.
<b>pitch</b>	A presentation of a business idea to a group of people who can help turn your idea into a reality.	They pitched their business idea to the Dragons in the den.
<b>logo</b>	An easily recognisable symbol that identifies a company, a commercial product, or any public or private entity.	Almost everyone knows that the golden M is the logo for MacDonalds.
<b>brand</b>	This is how a company or business are seen by consumers and clients.	Nike is seen as a powerful global brand.
<b>collaboration</b>	The action of working with someone to produce something.	They collaborated on a new version of the electric car.