

Hendon School – CTEC Level 2 Enterprise and Marketing (Cambridge National)

Summer Preparation Task – Year 11 into Year 12

Exam Board: OCR Cambridge National in Enterprise and Marketing (J837)

Welcome!

You're about to start an exciting course that introduces you to the world of business, enterprise, and marketing. You'll learn how businesses come up with ideas, market them to customers, and manage money effectively. The tasks below will help prepare you for the journey ahead.

TASK 1: Get Organised

- ✓ Bring a ring binder or folder and 5 file dividers to every lesson.
- ✓ Create a folder on OneDrive titled "Enterprise and Marketing" to store your digital files and coursework.
- ✓ Visit this course page:
<https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-j837/>
- ✓ Download the specification overview and have a look at the three units you'll complete across the two years.

TASK 2: Business Basics (Max. 100 words)

Write a short paragraph explaining:

- What is an entrepreneur?
- Why do people start businesses?
- What are some common risks involved in starting a business?

Try to include a real example of a well-known entrepreneur (e.g. Karren Brady, Steve Jobs, or Ben Francis from Gymshark).

TASK 3: Learn These Key Terms

These words will come up regularly, so try to learn what they mean before September:

- Entrepreneur
- Target Market
- Branding
- Promotion
- Revenue
- Profit
- Customer Needs
- Market Research

Expect a fun quiz in your first week!

TASK 4: Mini Research Project (Presentation – Max. 6 Slides)

Choose one of the following and prepare a short presentation:

Option A – Business Idea:

“If you started your own business, what would you sell?”

Include:

- Your business idea
- Who your target customers would be
- Where you would sell (online or shop?)
- How you would promote it
- Why your business would succeed

Option B – Logo and Branding:

“Why is branding important for a small business?”

Include:

- Examples of brands you like
- Why logos, colours, and slogans matter
- The impression branding gives to customers

- Your own logo idea for a new business

Bring your tasks to your first lesson in September – ready to present and discuss!

✉ Questions? Contact Mr Ammar at: ammarm@hendonschool.co.uk