



Enterprise

Product Success

Market Segmentation

Market Mapping

Sectors of production

Adding Value

Market Research

Questionnaires

Acting on market research

Compiling a business report

Customer Service

Business objectives

Competition

Competitive advantage

Competitive environment



1.3 Putting a business idea into practice

1.2 Spotting a business opportunity

1.1 Entrepreneurship

1.4 Making the business effective

1.5 Understanding external influences on business



2.2 Making marketing decisions

2.1 Growing a business

2.3 Making operational decisions

2.4 Making financial decisions

2.5 Making human resource decisions

