







## Unit RO64: Enterprise and Marketing

### Learning Outcome 6: Understand different functional activities needed to support a business startup

Use the faces to check and date your understanding of each section.

Section	Content			
6.1 The purpose of each of the main functional activities that may be needed in a new business,	Human Resources, i.e. - responsible for all aspects of managing individuals who work within a business			
	Marketing, i.e. - responsible for identifying the needs and wants of business customers and developing products/services to meet those needs			
	Operations, i.e. - organising the process that turns inputs into outputs/finished goods that can be sold to customers			
	Finance, i.e. - managing the financial resources in a small business and reporting on financial performance			

Section	Content			
6.2 The main activities of each functional area	Human Resources, i.e. - Recruitment and selection of employees - Training and development of employees - Performance management of employees - Responsibility for health and safety in the workplace - Ensuring compliance with employment legislation			
	Marketing, i.e. - Market research i.e. to research the market and find out customer opinions - Developing a marketing mix: Product, Price, Place, Promotion (4Ps)			
	Operations, i.e. - Production planning - Producing the product or service - Quality control - Stock control - Logistics			
	Finance, i.e. - Organisation and allocation of financial resources - Financial performance reporting - Monitoring of cash flow			