



The table below gives you a summary of enterprise and entrepreneurship

Key Vocabulary for an entrepreneur

- Motivated
- Hardworking
- Dedicated
- Enthusiastic
- Risk taker
- Driven
- Organised

Branding Market research



The benefits of enterprises to the economy

Introduces new ideas and technology
New products and equipment means more training
It boost the economic growth in hair and beauty
It brings more employment in the UK

A typical exam style question you maybe asked on this topic would be

– Explain what a USP is ?

Definition of enterprise

- A project or a business venture
- A willingness to take this on

Definition of an entrepreneur

- Someone who will organise, manage and assumes the risks of a business

S	Specific Clearly State your Goal
M	Measurable Ensure you can Measure Success
A	Attainable Set Goals you know you can Achieve
R	Relevant Set Goals Relevant to your Career or Education
T	Time-Based Set a Deadline for Completion