

Unit 1: Investigate the role and contribution of innovation and enterprise to [your business] success

Learning aim E: Investigate the role and contribution of innovation and enterprise to business success	
E.P7 Explore how innovation and enterprise contribute to the success of a business.	

1. Choose one business from the following list:

- Apple Inc
- Innocent plc
- Dyson Ltd
- Samsung

2. Your task is to create a PowerPoint presentation with speaker notes that show clear evidence of an individual evaluation and analysis of the use of innovation and enterprise in an existing business and the associated risks and benefits.

Useful websites for definitions:

- Tutor2u
- Business dictionary
- S-cool revision website
- Bee business

Presentation structure guidance

Each slide requires the notes you will present with in the notes section. They should be well presented with some images/ diagrams but should also look professional and not too overcrowded.

This is a general guide- you can add extra slides if you prefer.

P7 evidence:

- 1) Title slide to introduce Learning Aim E
- 2) Definition of enterprise and give a couple of examples of renowned international business entrepreneurs who have set up extremely successful business enterprises
- 3) Definition of innovation (to include the 3 main types of innovation: product, process and service innovation and give one example of each which does not need to be specific to your chosen business)

- 4) The difference between innovation and enterprise
- 5) A short description of your chosen business and what they do and what they are renowned for
- 6) **First way** the business is innovative/ creative eg new and interesting products, new technology, promotions, delivery methods, online services etc
- 7) Explanation of how this innovation contributes to the success of the business, or whether it wasn't as successful as planned. Evidence to support this such as data, images or quotes from website.
- 8) **Second way** the business is innovative/ creative eg new and interesting products, new technology, promotions, delivery methods, online services etc
- 9) Explanation of how this innovation contributes to the success of the business, or whether it wasn't as successful as planned. Evidence to support this such as data, images or quotes from website

10) Bibliography of online resource used for your research