

Section A — Marketing Activities

Target Market and Market Segmentation.....
Markets.....
4 Ps of the Marketing Mix — Product.....
4 Ps of the Marketing Mix — Price.....
4 Ps of the Marketing Mix — Place.....
4 Ps of the Marketing Mix — Promotion.....
Multichannel Marketing.....
Choice of Marketing Methods.....
Trust, Reputation and Loyalty.....
Case Study.....

Section B — Financial Documents and Statements

Financial Documents.....
Purchase Orders.....
Delivery Notes and Goods Received Notes.....
Invoices.....
Credit Notes and Remittance Advice Slips.....
Receipts.....

Statements of Account.....
Payment Methods.....
Revenue and Costs.....
Profit and Loss Accounts.....
Balance Sheets.....
Stakeholders.....
Profitability and Liquidity.....
Calculating Profitability Ratios.....
Calculating Liquidity Ratios.....
Case Study.....

Section C — Financial Planning and Forecasting

Budgeting and Budgetary Control.....
Cash Flow Forecasts.....
Improving Cash Flow Problems.....
Break-Even.....
Break-Even Analysis.....
Sources of Finance.....
Case Study.....

Practice and Retrieval.....
Formulas.....
Glossary.....

Students can also access online revision resource

<https://library.cgpbooks.co.uk/digitalaccess/BNLB1DW/Online/>

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