

UNIT 5				
Identify Business Ideas		Green	Orange	Red
1	Identify and explain internal and external ideas for a business			
2	Define the term Market Research			
3	Outline the reason for market research			
4	Define the term Primary Research			
5	Describe different types of primary market research			
6	Explain the advantage and disadvantage of primary research			
7	Define the term Secondary Research			
8	Describe different types of Secondary market research			
9	Explain the advantage and disadvantage of Secondary research			
10	Explain the Development process of a new product			
11	Calculate the breakeven point			
12	Construct a break-even chart			