

<b>Title:</b>	Market your business		
<b>Level:</b>	One		
<b>Credit value:</b>	One		
<b><i>The learner will:</i></b>		<b>Assessment criteria</b>	
		<b><i>The learner can:</i></b>	
1. Understand the need to research the market for your business		1.1 Describe why researching the market for your business is important  1.2 Describe how to find out the products or services your potential customers may want	
2. Understand how your business can reach the customers		2.1 Identify different ways of promoting your product or service  2.2 Identify three ways of delivering your products or services	
3. Understand how to assess customer satisfaction		3.1 Describe why it is important in your business to satisfy customers  3.2 Identify different ways of measuring the level of satisfaction of your customers	
<b>Additional information about the unit</b>			
Unit aim(s)		Understand the how to research the market, reach customers and how to assess customer satisfaction	
Unit expiry date		2010	
Details of the relationship between the unit and relevant national occupational standards (if appropriate)		UE3 Knowing the market and satisfying customers	
Details of the relationship between the unit and other standards or curricula (if appropriate)			
Assessment requirements specified by a sector or regulatory body (if appropriate)			
Endorsement of the unit by a sector or other appropriate body (if required)		SFEDI	

Location of the unit within the subject/sector classification system	
Name of the organisation submitting the unit	