

Marking Scheme 24/25

40 MARKS	Product/Service
35 MARKS	Innovation*
20 MARKS	Market Research
25 MARKS	Finances & Pricing
25 MARKS	Marketing & Promotion
35 MARKS	Sales
10 MARKS	Intellectual Property
10 MARKS	Sustainability
20 MARKS	Business Report & Interview
20 MARKS	Personal Development
20 MARKS	Display Stand
260	TOTAL MARKS