

ENTERPRISE

Key Revision Facts: GCSE Technology

Enterprise is a for-profit business or company, often associated with entrepreneurial ventures. People who have entrepreneurial success often implement Business innovation. Business innovation is when an organization introduces new processes, services, or products to change its business positively.

Crowdfunding

Crowdfunding is a way of raising money to finance projects and businesses. It enables fundraisers to collect money from a large number of people via online platforms. Crowdfunding platforms are websites that allow interaction between fundraisers and the crowd. Financial pledges can be made and collected through the crowdfunding platform.

Virtual Marketing

Marketing is done in a virtual or digital space. It is marketing without a physical presence. Also sometimes called digital marketing or viral marketing.

Co-operative

A cooperative is an association of persons (organizations) owned and controlled by the people to meet their common economic, social, or cultural needs and aspirations through a jointly-owned and democratically controlled business (enterprise).

Fairtrade

Fairtrade is an arrangement designed to help ensure producers in growing countries are paid a fair price for their work and produce.

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VERSION INFORMATION

Date	Arthur	Comment
31-Jan-2021	Andrew Seaford	Initial release.