

<b>Title</b>	<b>Develop marketing options for small business operations</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>5</b>

<b>Purpose</b>	<p>This unit standard is relevant for assessing and recommending options for the marketing and promotion of small business products and/or services.</p> <p>People credited with this unit standard are able to: analyse the potential market for products and/or services and confirm market demand; determine the mix of products and/or services to be provided; and develop options for effective marketing of business products and/or services.</p>
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<b>Classification</b>	Marketing > Generic Marketing
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<b>Available grade</b>	Achieved
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**Explanatory notes**

- 1 This unit standard addresses the development of marketing operations specifically for small business operations. The generic marketing unit standard below addresses marketing strategies and options in a wider context.  
Unit 2925, *Describe marketing options for enterprise activities*, addresses marketing the products, and/or services, and/or ideas of an enterprise and gaining an understanding of marketing principles.
- 2 Small business enterprises are diverse, and development of marketing options for small business operations could require consideration of a range of current legislation such as:  
Fair Trading Act 1986  
Consumer Guarantees Act 1993  
Commerce Act 1986  
Sale of Goods Act 1908  
Human Rights Act 1993  
Privacy Act 1993.

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**Outcomes and evidence requirements**

**Outcome 1**

Analyse the potential market for products and/or services and confirm market demand.

**Evidence requirements**

- 1.1 Sources of market information relevant to the small business operation are identified.
- Range sources may include but are not limited to – potential customers and suppliers, competitors, complementary business operations, publications, market research providers, industry organisations, government agencies and departments.
- 1.2 Marketing research methods are identified, and methods relevant to the small business operation are selected.
- Range interviews, surveys, questionnaires, product and/or service demonstrations.
- 1.3 External environmental factors are analysed in terms of their impact upon marketing activities.
- Range factors may include but are not limited to – social, demographic, cultural, ethnic, natural, economic, political, legal, ethical, regulatory, technical, competitive.
- 1.4 Market information is reviewed and evaluated, and the results are used to estimate the potential market for products and/or services.
- 1.5 Opportunities are assessed for the incorporation of ethnic factors and resources in marketing activities, and consideration is given to acceptance, attraction, and permission to use.
- Range ethnic factors and resources may include but are not limited to – traditional and contemporary values, colour, symbols, trademarks, names, design, labelling, packaging materials.
- 1.6 Market information is used to develop and differentiate customer profiles for products and/or services, and to establish customer needs and wants in relation to products and/or services.
- 1.7 Benefits offered to satisfy customer needs and wants are defined, and are assessed in terms of the extent to which they meet customer requirements.
- 1.8 Perceived competitive advantage for proposed products and/or services is confirmed in relation to market data gathered.
- 1.9 Extent of current and potential market demand for proposed range of products and/or services is confirmed in relation to market data gathered.

**Outcome 2**

Determine the mix of products and/or services to be provided.

**Evidence requirements**

- 2.1 Market information is analysed to determine the mix of products and/or services to be provided and marketed in terms of product lines, product mix, product breadth, product depth, and service level(s).
- 2.2 Market information is used to tailor products and/or services to meet customer needs and expectations.
- 2.3 Market information is used to establish product and/or service prices and to assess preferences for location and/or distribution of products and/or services.
- 2.4 Capacity of the business to resource the inventory, and produce and distribute the mix of products and/or services at established prices, is assessed and confirmed in terms of maintaining viability.

**Outcome 3**

Develop options for effective marketing of business products and/or services.

**Evidence requirements**

- 3.1 The potential market for products and/or services is confirmed, and realistic marketing objectives are established in relation to market niche, market share, sales volume, and profit.
- 3.2 Market segments are developed from customer research, and target customer profile is established in relation to segments.
- 3.3 Competitive strategies appropriate to the small business venture are developed in relation to assessing competition, monitoring the competitive environment, and supporting a market position.

Range strategies – market follower, market challenger, market leader.

- 3.4 Market information is used to develop business image, and to determine effective sales promotion methods for target customers, and promotional activity is specified and costed.

Range promotional activities may include but are not limited to – displays, signage, price-offs, premiums, sampling, contests, shopper promotions, community promotions, cooperative promotions, participation in manufacturer or distributor promotions, joint editorial and publicity promotions.

- 3.5 Components of the marketing mix are balanced to meet customer needs and marketing objectives.
- Range marketing mix – concept, product, price, promotion, location and/or distribution.
- 3.6 Options that focus on customer needs are developed to identify the market from the customer perspective, provide for customer support services, and ensure that all aspects of the small business venture are customer oriented.
- 3.7 Options developed address cultural values and special needs of the customer base.
- 3.8 Options provide for monitoring of marketing performance, and reviewing the extent of achievement of marketing and related business objectives through the implementation of marketing information systems, measurement tools, and feedback mechanisms.

<b>Planned review date</b>	31 December 2019
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#### Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	22 February 1996	31 December 2016
Revision	2	12 May 1999	31 December 2016
Revision	3	16 January 2001	31 December 2016
Revision	4	12 January 2006	31 December 2016
Rollover and Revision	5	22 August 2008	31 December 2016
Rollover and Revision	6	17 November 2011	31 December 2016
Rollover	7	18 April 2013	31 December 2018
Rollover	8	16 April 2015	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0113
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

#### Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMR). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

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### **Comments on this unit standard**

Please contact NZQA National Qualifications Services [nqs@nzqa.govt.nz](mailto:nqs@nzqa.govt.nz) if you wish to suggest changes to the content of this unit standard.