

Achievement Standard

Subject Reference	Business Studies 3.7		
Title	Investigate the exporting potential of a New Zealand business in a market, with consultation		
Level	3	Credits	3
		Assessment	Internal
Subfield	Business Operations and Development		
Domain	Business Studies		
Status	Registered	Status date	17 November 2011
Planned review date	31 December 2014	Date version published	17 November 2011

This achievement standard involves investigating the exporting potential of a New Zealand business in a market, with consultation.

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Investigate the exporting potential of a New Zealand business in a market, with consultation. 	<ul style="list-style-type: none"> Investigate, in depth, the exporting potential of a New Zealand business in a market, with consultation. 	<ul style="list-style-type: none"> Comprehensively investigate the exporting potential of a New Zealand business in a market, with consultation.

Explanatory Notes

- This achievement standard is related to the *Teaching and Learning Guide for Business Studies*, Ministry of Education, at <http://seniorsecondary.tki.org.nz/>; *The New Zealand Curriculum*, Learning Media, Ministry of Education, 2007; and *Te Marautanga o Aotearoa*, Ministry of Education, 2008.

Assessment will involve a selection from the business content and concepts related to Business Studies Level 8 Learning Objective One in the *Teaching and Learning Guide for Business Studies*.

- Investigate the exporting potential of a New Zealand business in a market* typically involves planning an investigation, consulting domestically for exporting potential, providing evidence of an investigation and explaining exporting potential through:
 - stating business knowledge relevant to exporting potential
 - stating a Māori business concept(s) where relevant to exporting potential.

Investigate, in depth, the exporting potential of a New Zealand business in a market typically involves consulting internationally for exporting potential, providing evidence of an investigation and fully explaining exporting potential through:

- including business knowledge relevant to exporting potential
- including a Māori business concept(s) where relevant to exporting potential.

Comprehensively investigate the exporting potential of a New Zealand business in a market typically involves evaluating exporting potential through:

- integrating business knowledge relevant to exporting potential to fully support explanations
- integrating a Māori business concept(s) where relevant to exporting potential to fully support explanations.

- 3 *Planning an investigation* refers to stating the process to be followed in reference to the New Zealand business which has exporting potential in an offshore market.
 - 4 *With consultation* refers to engaging in consultation with specialist advisors in relation to the exporting potential of the New Zealand business in the offshore market.
 - 5 *Evidence* of an investigation refers to evidence that an investigation has been completed (eg correspondence, meeting notes, market analysis, tax, logistics, exchange rates, cultural and business information, contact with offshore agencies).
 - 6 *Exporting potential* refers to both the export potential of a product in an offshore market and the export readiness of the New Zealand business.
 - 7 *Evaluating exporting potential* refers to comprehensively exploring the risks and opportunities of exporting for the New Zealand business in relation to a market.
 - 8 Conditions of Assessment related to this achievement standard can be found at www.tki.org.nz/e/community/ncea/conditions-assessment.php.
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Quality Assurance

- 1 Providers and Industry Training Organisations must have been granted consent to assess by NZQA before they can register credits from assessment against achievement standards.
- 2 Organisations with consent to assess and Industry Training Organisations assessing against achievement standards must engage with the moderation system that applies to those achievement standards.

Consent and Moderation Requirements (CMR) reference

0233