

## 41072 Determine the viability of business opportunities

<b>Kaupae   Level</b>	3
<b>Whiwhinga   Credit</b>	15
<b>Whāinga   Purpose</b>	<p>This skill standard is intended for people who are intending to start a small business or have a business idea.</p> <p>This skill standard will provide learners with the knowledge and skills to determine factors that contribute to business opportunities and conduct viability assessment of business opportunities.</p> <p>This skill standard can be used within programmes leading to the New Zealand Certificate in Business (Introduction to Small Business) (Level 3) [Ref: 2454], or in other credentials.</p>

### Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria

<b>Hua o te ako   Learning outcomes</b>	<b>Paearu aromatawai   Assessment criteria</b>
1. Assess factors that determine the viability of business opportunities.	a. Define viability in the context of business opportunities.
	b. Determine key viability factors for business opportunities.
	c. Determine viability factors of own business opportunities.
2. Conduct viability assessment relevant to own business opportunities.	a. Gather data and information using viability tools.
	b. Use the findings from a viability assessment to inform business opportunities.
3. Reflect on the viability assessment for business opportunities.	a. Reflect on the value of the viability assessment for business opportunities.

### Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria

#### *Assessment specifications:*

Assessment must be conducted in real business context(s) and/or based on scenario(s) which must reflect the requirements and practicalities for conducting business in Aotearoa New Zealand.

Assessment materials should allow for learner, regional, cultural, or community contexts. For example, a learner may wish to be assessed in a context that includes te ao Māori perspectives such as mātauranga, and tikanga specific to them. Assessment materials refer to the assessment activities, judgement statements, learner evidence, model answers, and any other material that supports assessment to this standard.

The task or activity may relate to Te Tiriti o Waitangi. For guidance on Te Tiriti o Waitangi, please see [programme guidance documents](#).

**Definitions:**

*Business opportunities* refer to situations where there is a chance to meet a need or a demand in a way that creates value for an organisation or its customers. Business opportunities may also be based on personal values, experiences, abilities, and interests.

*Viability* is about long-term sustainability and success. It asks whether the idea or project will survive, thrive, and deliver value over time.

**Ngā momo whiwhinga | Grades available**

Achieved.

**Ihirangi waitohu | Indicative content**

## Viability characteristics

- genuine demand
- good return on investment
- competitive
- meeting the objectives of the entrepreneur
- positive customer experiences and meeting their expectations
- te ao Māori values.

## Viability factors

- determining factors through reasoning, observation, calculation, or investigation
- financial considerations such as start-up costs, cash flow, and breakeven analysis
- valid business opportunity
- understanding market demands, customer needs, and unique selling points
- cultural considerations.

## Value of viability assessment

- expectation vs reality
- how the viability assessment informed the business opportunity
- time and cost to conduct viability assessment.

**Rauemi | Resources**

- Business.govt.nz – [Resource Library](#).
- MBIE (Ministry of Business, Innovation & Employment) – [Small business and manufacturing](#).
- Small Business New Zealand (SBNZ) – [Growing New Zealand Businesses Together | Small Business New Zealand](#).

**Pārongo Whakaū Kouna | Quality assurance information**

<b>Ngā rōpū whakatau-paerewa   Standard Setting Body</b>	Services Industry Skills Board
<b>Whakaritenga Rārangi Paetae Aromatawai   DASS classification</b>	Business > Business Operations and Development > Small Business
<b>Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga   CMR</b>	0112

<b>Hātepe   Process</b>	<b>Putanga   Version</b>	<b>Rā whakaputa   Review Date</b>	<b>Rā whakamutunga mō te aromatawai   Last date for assessment</b>
<b>Rēhitatanga   Registration</b>	1	26 February 2026	N/A
<b>Kōrero whakakapinga   Replacement information</b>	N/A		
<b>Rā arotake   Planned review date</b>	31 December 2030		

Please contact Services Industry Skills Board at [qualifications@servicesisb.nz](mailto:qualifications@servicesisb.nz) to suggest changes to the content of this skill standard.