

## 41077 Manage business performance for a small business

<b>Kaupae   Level</b>	4
<b>Whiwhinga   Credit</b>	15
<b>Whāinga   Purpose</b>	<p>This skill standard is intended for people who want to establish a small business, grow an existing small business, or manage a small business.</p> <p>This skill standard will provide learners with the knowledge and skills to interpret financial information, monitor, and implement strategies to improve performance for a small business.</p> <p>This skill standard can be used within programmes leading to the New Zealand Certificate in Business (Small Business) (Level 4) [Ref: 2457], 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. Interpret financial documents to support small business decision-making.	a. Interpret data of key financial documents to assess business viability and performance.
	b. Interpret financial documents to inform short-term and long-term business decisions.
2. Evaluate and monitor small business performance.	a. Identify relevant performance indicators.
	b. Collect and assess business financial and operational data.
	c. Evaluate and monitor business performance against strategic objectives.
	d. Report on performance trends and identify areas for improvement.
3. Develop and implement a strategy to improve performance for a small business.	a. Develop a strategy to improve profitability and business efficiency based on identified areas of improvement.
	b. Implement the strategy and monitor impact of the strategy against business objectives.

**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](#).

**Ngā momo whiwhinga | Grades available**

Achieved.

**Ihirangi waitohu | Indicative content**

## Types of financial documents

- cash-flow
- income statement
- balance sheet
- funding proposals.

## Interpreting financial documents

- evaluating key results
- creating business reports
- applying ratios
- identifying trends from income statements
- variances between budgeted and actual figures
- positive and negative cash flow.

## Performance and monitoring indicators

- financial
  - revenue growth
  - gross profit margin
  - net profit margin
  - cash flow
  - breakeven point
  - accounts receivable
  - accounts payable
  - managing tax obligations.

- operational
  - inventory turnover
  - customer satisfaction
  - employee productivity
  - waste or error rates
  - stakeholder needs.
- customer indicators
  - customer retention rate
  - repeat purchase rate.
- growth and strategic planning
  - customer retention
  - return on investment.
- marketing and growth indicators
  - website traffic and conversion rates
  - lead-to-customer conversion rate
  - return on marketing investment (ROMI).
- employee indicators
  - staff productivity
  - employee satisfaction
  - turnover rate
  - training completion rates.
- compliance and risk indicators
  - regulatory compliance checks
  - health and safety incidents
  - audit results.

#### Strategies to improve performance

- financial management tools and frameworks
- customer experience and retention management techniques
- operations and productivity improvement cycles
- marketing and innovation ideas.

#### 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 Kounga | 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 [qualificaitons@servicesisb.nz](mailto:qualificaitons@servicesisb.nz) to suggest changes to the content of this skill standard.