

<b>Title</b>	<b>Demonstrate knowledge of the business life cycle</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>4</b>

<b>Purpose</b>	People credited with this unit standard are able to demonstrate knowledge of the business life cycle.
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<b>Classification</b>	Business Operations and Development > Organisational Direction and Strategy
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<b>Available grade</b>	Achieved
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### Guidance Information

- Unit standards in the Organisational Direction and Strategy domain are about analysing influences, determining strategies for an envisioned future, and enabling the alignment of the organisation to achieve that future.
- The assessment context for this unit standard must be suitable to meet the criteria for level 4 in the NZQF Level Descriptors, which are available by searching for “level descriptors” at [www.nzqa.govt.nz](http://www.nzqa.govt.nz).

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### Outcomes and performance criteria

#### Outcome 1

Demonstrate knowledge of the business life cycle.

#### Performance criteria

- Stages in the business life cycle are described in terms of their potential impact on the continuing viability of the business.  
Range start-up, growth, maturity, saturation, decline/renewal/withdrawal.
- Issues typical of each stage are described in terms of their potential impact on the continuing viability of the business.  
Range issues – positive and negative, relating to the business activity.
- Ways of dealing with each issue are described in terms of their potential impact on the continuing viability of the business.

<b>Planned review date</b>	31 December 2025
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#### Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	20 September 2012	N/A
Revision and Rollover	2	17 March 2016	N/A
Revision and Rollover	3	29 July 2021	N/A
Rollover and Revision	4	27 April 2023	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>.

#### Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council [qualifications@ringahora.nz](mailto:qualifications@ringahora.nz) if you wish to suggest changes to the content of this unit standard.