

<b>Title</b>	<b>Develop, maintain, and strengthen external relationships for a small business</b>		
<b>Level</b>	<b>5</b>	<b>Credits</b>	<b>7</b>

<b>Purpose</b>	People credited with this unit standard are able to develop, maintain, and strengthen external relationships for a small business.
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<b>Classification</b>	Business Operations and Development > Small Business
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<b>Available grade</b>	Achieved
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### Guidance Information

- 1 Unit standards in the Small Business domain are about the development and operation of a business, which could be owner-operated or could employ a small team.
- 2 Assessment must be conducted in the context of a real business, and in light of the requirements of that context. The business can be a commercial or other enterprise, not necessarily for profit.
- 3 Assessment of behaviour must address:
  - for *professional*: attitudes, qualities and behaviours;
  - for *ethical*: widely accepted standards relating to obeying the law, being honest in dealings, and showing respect for individuals, contracts, societal standards and institutions;
  - for *socially*: environmental, community and sustainability expectations;
  - for *culturally*: interpretations wider than just ethnicity.

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### Outcomes and performance criteria

#### Outcome 1

Develop, maintain, and strengthen external relationships for a small business.

#### Performance criteria

1.1 External stakeholder profiles are developed for the business.

Range profiles include needs and preferences.

1.2 External relationships are developed and maintained.

Range networking, database, use of technology.

1.3 External relationships are strengthened in accordance with the planned future direction of the business.

Range may include – new product or service, new incentives, new initiatives, market growth, pre-emptive/preventative action.

1.4 Professional, ethical, and socially and culturally appropriate behaviour is demonstrated.

<b>Replacement information</b>	This unit standard replaced unit standard 6406, unit standard 7455, and unit standard 7456.
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<b>Planned review date</b>	31 December 2027
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#### Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	19 May 2016	31 December 2024
Rollover and Revision	2	29 April 2021	31 December 2024
Review	3	26 January 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.