

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

Purpose	People credited with this unit standard are able to develop, maintain, and strengthen external relationships for a small business.
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Classification	Business Operations and Development > Small Business
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Available grade	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 or realistic 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.

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 Behaviour is professional, ethical, and socially and culturally appropriate.

Replacement information	This unit standard replaced unit standard 6406, unit standard 7455, and unit standard 7456.
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Planned review date	31 December 2023
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Status information and last date for assessment for superseded versions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	N/A
Rollover and Revision	2	29 April 2021	N/A

Consent and Moderation Requirements (CMR) reference	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 NZQA National Qualifications Services nqs@nzqa.govt.nz if you wish to suggest changes to the content of this unit standard.