

<b>Title</b>	<b>Market a small business's product or service</b>		
<b>Level</b>	<b>5</b>	<b>Credits</b>	<b>10</b>

<b>Purpose</b>	<p>This unit standard is for people who are not marketing specialists.</p> <p>People credited with this unit standard are able to market a small business's product or service.</p>
----------------	---

<b>Classification</b>	Business Operations and Development > Small Business
-----------------------	--

<b>Available grade</b>	Achieved
------------------------	----------

---

### Guidance Information

- Unit standards in the Small Business domain are about the development and operation of a business, which could be owner-operator and/or could employ a small team.
- Assessment must be conducted in the context of a real or realistic small business, and in light of the requirements of that business.

*The requirements of the business* refers to how the small business is organised, how it operates, and how it meets its objectives. The requirements must include meeting the requirements of all relevant legislation and must include the business's:

- purpose and goals/objectives,
- future development,
- external operating environment,
- internal processes, accountabilities, and relationships.

The requirements of the business provide evidence for this unit standard.

The business and its requirements must be sufficiently complex to enable demonstration of the full range of competence for achievement of the outcome, and to meet the descriptors for level 5 in the NZQF Level Descriptors, which are available at [www.nzqa.govt.nz](http://www.nzqa.govt.nz).

### 3 Definition

*Behaviour* refers to:

- for *professional*: attitudes, qualities and behaviours;
- for *ethical*: widely accepted standards relating to compliance with 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

Market a small business's product or service.

### Performance criteria

- 1.1 A marketing plan, informed by available budget and by market research, for a product or service is developed for a small business, in accordance with the requirements of the small business.
- Range marketing plan must include at least two options, including one using digital technology.
- 1.2 Marketing plan is communicated to and agreed by stakeholders, in accordance with the requirements of the small business.
- 1.3 Product or service is marketed in accordance with the marketing plan and the requirements of the small business.
- 1.4 Marketing plan is reviewed in accordance with marketing results, available budget, and the requirements of the small business.
- 1.5 Opportunities to improve marketing performance are identified and implemented as necessary in accordance with the requirements of the small business.
- 1.6 Behaviour is professional, ethical, and socially and culturally appropriate.
- 1.7 Problem-solving and decision-making contribute to marketing a small business's product or service.
- 

<b>Replacement information</b>	This unit standard replaced unit standard 19024.
--------------------------------	--

<b>Planned review date</b>	31 December 2022
----------------------------	------------------

### Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	20 July 2017	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0113
--	------

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](mailto:nqs@nzqa.govt.nz) if you wish to suggest changes to the content of this unit standard.