

Title	Identify the external environment of a business opportunity/ies		
Level	3	Credits	15

Purpose	<p>A person credited with this standard is able to identify the external environment of a business opportunity/ies.</p> <p>This unit standard has been developed primarily for assessment within programmes leading to the New Zealand Certificate in Business (Introduction to Small Business) (Level 3) [Ref: 2454].</p>
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Classification	Business Operations and Development > Small Business
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Available grade	Achieved
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Guidance Information

- Unit standards in the Small Business domain are about the development and operation of a business that is either owner-operated or employs no more than twenty people.
- Assessment must be conducted in real business context(s) or based on scenario(s) which must reflect the requirements and practicalities for conducting business in Aotearoa New Zealand.

These *requirements and practicalities* must include meeting the requirements of all relevant legislation and should address such areas as the real business or scenario-based context's:

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

The requirements and practicalities of the context(s) provide evidence for this unit standard.

- The real business or scenario-based context(s) and their requirements and practicalities 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 3 in the NZQF Level Descriptors, which are available at www.nzqa.govt.nz.

- 4 Definition
Socially and culturally relates to ngā kaupapa o te Tiriti o Waitangi (the articles of te Tiriti o Waitangi) and/or the Treaty of Waitangi (the principles of the Treaty of Waitangi) and multi-culturalism in Aotearoa New Zealand.
- 5 The articles of te Tiriti o Waitangi can refer to a tika interpretation, that te Tiriti o Waitangi is underpinned by three written articles, and the unwritten 4th article which are kawanatanga (governership), tino rangatiratanga (self-determination), oritetanga (equity), and the oral fourth wairuatanga (religious freedom).
- 6 The principles of the Treaty of Waitangi refer to participation, partnership and protection.

Outcomes and performance criteria

Outcome 1

Identify the external environment of a business opportunity/ies.

Performance criteria

- 1.1 Advantages and disadvantages in relation to the business opportunity/ies are identified by a scan of external environmental influences.

Range external environmental influences include – political, economic, social/cultural, technological, legal, environment;
one advantage and one disadvantage are required for each influence.
- 1.2 Results of the environmental scan are compared with identified business opportunity/ies to inform decision on whether to proceed with the opportunity/ies.
- 1.3 Results of the environmental scan are compared with own abilities, interests, and preferences to inform the decision whether to proceed with the opportunity/ies.
- 1.4 Decision whether to proceed is justified in relation to the results of the environmental scan (performance criterion 1.2) and self-assessment (performance criterion 1.3).
- 1.5 Problem-solving and decision-making skills are applied in the environmental scan and comparisons.
- 1.6 Professional, ethical, and socially and culturally appropriate behaviour is maintained in the identification of the external environment.

Replacement information	This unit standard and unit standard 32341 replaced unit standard 29056.
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Planned review date	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	29 April 2021	N/A
Revision	2	25 January 2024	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 Ringa Hora Services Workforce Development Council qualifications@ringahora.nz if you wish to suggest changes to the content of this unit standard.