

<b>Title</b>	<b>Produce an establishment plan for a small business opportunity/ies</b>		
<b>Level</b>	<b>3</b>	<b>Credits</b>	<b>20</b>

<b>Purpose</b>	<p>A person credited with this standard is able to produce an establishment plan for a small 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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<b>Classification</b>	Business Operations and Development > Small Business
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<b>Available grade</b>	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](http://www.nzqa.govt.nz).
- Definition**  
*Socially and culturally* relates to ngā kaupapa o te Tiriti o Waitangi (the principles of the Treaty of Waitangi) and multi-culturalism in Aotearoa New Zealand.

- 5 Prior credit for Unit 32340, *Identify the external environment of a business opportunity/ies*, or equivalent skills and knowledge, is recommended for this unit standard.

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## Outcomes and performance criteria

### Outcome 1

Produce an establishment plan for a small business opportunity/ies.

### Performance criteria

- 1.1 The vision and objective(s) for the proposed business opportunity/ies are described.
- 1.2 The requirements for the proposed business opportunity/ies are described in the establishment plan.
- Range according to the needs of the business: finance including funding sources, marketing, staffing and physical resources, environmental factors, ownership structure, technology.
- 1.3 Actions for achieving the requirements for the proposed business opportunity/ies are described in the establishment plan.
- Range according to the needs of the business: finance including funding sources, marketing, staffing and physical resources, environmental factors, ownership structure, technology.
- 1.4 Potential stakeholders and the importance of business relationships with them are identified in terms of their contribution to the establishment and operation of the business.
- 1.5 Problem-solving and decision-making skills are applied in the production of the establishment plan.
- 1.6 Professional, ethical, and socially and culturally appropriate behaviour is maintained in the production of an establishment plan.

<b>Replacement information</b>	This unit standard and unit standard 32340 replaced unit standard 29056.
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<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	29 April 2021	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>.

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**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.