

Title	Develop marketing options for small business operations		
Level	4	Credits	5

Purpose	<p>This unit standard is relevant for assessing and recommending options for the marketing and promotion of small business products and/or services.</p> <p>People credited with this unit standard are able to: analyse the potential market for products and/or services and confirm market demand; determine the mix of products and/or services to be provided; and develop options for effective marketing of business products and/or services.</p>
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Classification	Marketing > Generic Marketing
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Available grade	Achieved
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Guidance Information

- This unit standard addresses the development of marketing operations specifically for small business operations. The generic marketing unit standard below addresses marketing strategies and options in a wider context.
 Unit 2925, *Describe marketing options for enterprise activities*, addresses marketing the products, and/or services, and/or ideas of an enterprise and gaining an understanding of marketing principles.
- Small business enterprises are diverse, and development of marketing options for small business operations could require consideration of a range of current legislation such as:
 - Fair Trading Act 1986
 - Consumer Guarantees Act 1993
 - Commerce Act 1986
 - Sale of Goods Act 1908
 - Human Rights Act 1993
 - Privacy Act 1993.

Outcomes and performance criteria

Outcome 1

Analyse the potential market for products and/or services and confirm market demand.

Performance criteria

- 1.1 Sources of market information relevant to the small business operation are identified.
- Range sources may include but are not limited to – potential customers and suppliers, competitors, complementary business operations, publications, market research providers, industry organisations, government agencies and departments.
- 1.2 Marketing research methods are identified, and methods relevant to the small business operation are selected.
- Range interviews, surveys, questionnaires, product and/or service demonstrations.
- 1.3 External environmental factors are analysed in terms of their impact upon marketing activities.
- Range factors may include but are not limited to – social, demographic, cultural, ethnic, natural, economic, political, legal, ethical, regulatory, technical, competitive.
- 1.4 Market information is reviewed and evaluated, and the results are used to estimate the potential market for products and/or services.
- 1.5 Opportunities are assessed for the incorporation of ethnic factors and resources in marketing activities, and consideration is given to acceptance, attraction, and permission to use.
- Range ethnic factors and resources may include but are not limited to – traditional and contemporary values, colour, symbols, trademarks, names, design, labelling, packaging materials.
- 1.6 Market information is used to develop and differentiate customer profiles for products and/or services, and to establish customer needs and wants in relation to products and/or services.
- 1.7 Benefits offered to satisfy customer needs and wants are defined, and are assessed in terms of the extent to which they meet customer requirements.
- 1.8 Perceived competitive advantage for proposed products and/or services is confirmed in relation to market data gathered.
- 1.9 Extent of current and potential market demand for proposed range of products and/or services is confirmed in relation to market data gathered.

Outcome 2

Determine the mix of products and/or services to be provided.

Performance criteria

- 2.1 Market information is analysed to determine the mix of products and/or services to be provided and marketed in terms of product lines, product mix, product breadth, product depth, and service level(s).
- 2.2 Market information is used to tailor products and/or services to meet customer needs and expectations.
- 2.3 Market information is used to establish product and/or service prices and to assess preferences for location and/or distribution of products and/or services.
- 2.4 Capacity of the business to resource the inventory, and produce and distribute the mix of products and/or services at established prices, is assessed and confirmed in terms of maintaining viability.

Outcome 3

Develop options for effective marketing of business products and/or services.

Performance criteria

- 3.1 The potential market for products and/or services is confirmed, and realistic marketing objectives are established in relation to market niche, market share, sales volume, and profit.
- 3.2 Market segments are developed from customer research, and target customer profile is established in relation to segments.
- 3.3 Competitive strategies appropriate to the small business venture are developed in relation to assessing competition, monitoring the competitive environment, and supporting a market position.
- Range strategies – market follower, market challenger, market leader.
- 3.4 Market information is used to develop business image, and to determine effective sales promotion methods for target customers, and promotional activity is specified and costed.
- Range promotional activities may include but are not limited to – displays, signage, price-offs, premiums, sampling, contests, shopper promotions, community promotions, cooperative promotions, participation in manufacturer or distributor promotions, joint editorial and publicity promotions.
- 3.5 Components of the marketing mix are balanced to meet customer needs and marketing objectives.
- Range marketing mix – concept, product, price, promotion, location and/or distribution.

- 3.6 Options that focus on customer needs are developed to identify the market from the customer perspective, provide for customer support services, and ensure that all aspects of the small business venture are customer oriented.
- 3.7 Options developed address cultural values and special needs of the customer base.
- 3.8 Options provide for monitoring of marketing performance, and reviewing the extent of achievement of marketing and related business objectives through the implementation of marketing information systems, measurement tools, and feedback mechanisms.

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	22 February 1996	31 December 2016
Revision	2	12 May 1999	31 December 2016
Revision	3	16 January 2001	31 December 2016
Revision	4	12 January 2006	31 December 2016
Rollover and Revision	5	22 August 2008	31 December 2016
Rollover and Revision	6	17 November 2011	31 December 2016
Rollover	7	18 April 2013	31 December 2018
Rollover	8	16 April 2015	31 December 2022
Review	9	12 December 2019	31 December 2022

Consent and Moderation Requirements (CMR) reference

0113

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.