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| **SBL32** | **Determine the feasibility of business opportunities** |

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| **Kaupae |** Level | 3 |
| **Whiwhinga |** Credit | 15 |
| **Whāinga |** Purpose | This skill standard is intended for those who are intending to start a small business or have a business idea.  This skill standard will provide learners with the knowledge and skills to determine the feasibility of business opportunities.  This skill standard can be used within programmes leading to the New Zealand Certificate in Business (Introduction to Small Business) (Level 3) [Ref: 2454], other business programmes, or as standalone credential. |

**Hua o te ako me Paearu aromatawai |** Learning outcomes and assessment criteria

| **Hua o te ako |** Learning outcomes | **Paearu aromatawai |** Assessment criteria |
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| 1. Determine factors that contribute to establishing the feasibility of business opportunities. | 1. Define feasibility in the context of business opportunities. |
| 1. Determine key feasibility factors for business opportunities. |
| 1. Determine feasibility factors of own business opportunities. |
| 2. Conduct feasibility research relevant to own business opportunities. | 1. Gather data and information using feasibility tools. |
| 1. Use the findings from the feasibility research to inform business opportunities. |
| 3. Reflect on the feasibility process. | 1. Reflect on the value of the feasibility process for business opportunities. |

**Pārongo aromatawai me te taumata paearu |** Assessment information and grade criteria

*Assessment specifications:*

Assessment must be conducted in real business context(s) and/or based on scenario(s) which must reflect the requirements and practicalities for conducting business in Aotearoa New Zealand.

Assessment materials should allow for learner, regional, cultural, or community contexts.    
For example, a learner may wish to be assessed in a context that includes te ao Māori perspectives such as mātauranga, and tikanga specific to them.

The task or activity may relate to Te Tiriti o Waitangi. For guidance on Te Tiriti o Waitangi, please see [programme guidance documents](https://ringahora.nz/qualifications-and-assurance/programme-endorsement/programme-guidance-documents-for-providers-developing-programmes/).

*Definitions*

*Assessment materials* refer to the assessment activities, judgement statements, learner evidence, model answers, and any other material that supports assessment to this standard.

*Feasibility* is about practical possibility. It asks whether a project, idea, or solution is technically, legally, and operationally possible given the current resources, constraints, and context.

***Ngā momo whiwhinga |*** *Grades available*

Achieved

**Ihirangi waitohu |** Indicative content

Feasibility characteristics

* clear market demand
* scalability
* competitive advantage
* strong profit potential
* manageable risks
* alignment with your skills and passions
* sustainability
* low barriers to entry
* room for innovation
* clear exit strategy
* te ao māori values.

Feasibility factors

* determining factors
  + find out, establish, or come to a decision about something through reasoning, observation, calculation, or investigation
* market
  + demand
  + trends
  + customer needs
  + competitor analysis
* resource
  + staffing
  + skills
  + equipment
  + infrastructure
* finance
  + budget
  + pricing
  + contingency
* compliance
  + legal
  + regulatory
  + ethical
* operational
  + systems
  + processes
  + delivery
* cultural.

Feasibility tools

* SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
* feasibility checklists
* surveys
* potential risks
* data
  + market trends
  + pricing
* information
  + customer needs
  + competitor analysis
  + resource requirements

Value of feasibility research

* understanding if the process was beneficial
* reflecting if the process was worthwhile for the business.

**Rauemi |** Resources

<type here>

**Pārongo Whakaū Kounga |** Quality assurance information

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| **Ngā rōpū whakatau-paerewa |** Standard Setting Body | Ringa Hora Workforce Development Council |
| **Whakaritenga Rārangi Paetae Aromatawai |** DASS classification | Business > Business Operations and Development > Small Business |
| **Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga |** CMR | 0112 |

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| **Hātepe |** Process | **Putanga |** Version | **Rā whakaputa |** ReviewDate | **Rā whakamutunga mō te aromatawai |** Last date for assessment |
| **Rēhitatanga |** Registration | 1 | 31 December 2030 | N/A |
| **Kōrero whakakapinga |** Replacement information | N/A | | |
| **Rā arotake |** Planned review date | 31 December 2030 | | |

Please contact Ringa Hora Workforce Development Council at [qualificaitons@ringahora.nz](mailto:qualificaitons@ringahora.nz) to suggest changes to the content of this skill standard.