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| **SBL33** | **Determine the viability 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 viability 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

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

*Viability* is about long-term sustainability and success. It asks whether the idea or project will survive, thrive, and deliver value over time.

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

Achieved

**Ihirangi waitohu |** Indicative content

Viability characteristics

* real demand
* good return on investment
* competitive
* meet the objectives of the entrepreneur
* customer experience and expectations
* te ao māori values.

Viability factors

* determining factors
  + find out, establish, or come to a decision about something through reasoning, observation, calculation, or investigation
* financial
  + start-up costs
  + cash flow
  + breakeven analysis
* valid business opportunity
* understand market demands
* understand customer needs
* understand unique selling point
* cultural.

Reflection on the value of viability assessment

* process was beneficial
* process was worthwhile.

**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 [qualifications@ringahora.nz](mailto:qualifications@ringahora.nz) to suggest changes to the content of this skill standard.