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| **SBL43** | **Manage business performance for a small business** |

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| **Kaupae |** Level | 4 |
| **Whiwhinga |** Credit | 15 |
| **Whāinga |** Purpose | This skill standard is intended for those who want to establish a small business, grow an existing small business, or manage a small business.  This skill standard will provide learners with the knowledge and skills to interpret financial information, monitor, and implement strategies to improve performance for a small business.  This skill standard can be used within programmes leading to the New Zealand Certificate in Business (Small Business) (Level 4) [Ref: 2457], other business programmes, and as a 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. Interpret financial documents to support small business decision-making. | 1. Interpret financial data of key financial documents to assess business viability and performance. |
| 1. Use financial documents to inform short-term and long-term business decisions. |
| 1. Evaluate and monitor small business performance using relevant indicators. | 1. Identify relevant performance indicators. |
| 1. Collect and assess business financial and operational data |
| 1. Evaluate and monitor business performance against strategic objectives |
| 1. Report on performance trends and identify area(s) for improvement. |
| 1. Develop and implement a strategy to improve performance for a small business. | 1. Develop a strategy to improve profitability and business efficiency based on identified area(s) of improvement. |
| 1. Implement the strategy and monitor impact of the strategy against business objectives. |

**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.

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

Achieved

**Ihirangi waitohu |** Indicative content

Types of financial documents

* cash-flow
* income statement
* balance sheet
* funding proposals.

Interpreting financial documents

* evaluate key results
* create business reports
* apply ratios
* identifying trends from income statements
* variances between budgeted and actual figures
* positive and negative cash-flow.

Performance and monitoring indicators

* Financial
  + Revenue growth
  + Gross profit margin
  + Net profit margin
  + Cash flow
  + Breakeven point
  + Accounts receivable
* Operational
  + Inventory turnover
  + Customer satisfaction
  + Employee productivity
  + Waste or error rates
  + Stakeholder needs
* Customer Indicators
  + Customer retention rate
  + Repeat purchase rate
* Growth and strategic
  + Customer retention
  + Return on investment
* Marketing & Growth Indicators
  + website traffic & conversion rates
  + lead-to-customer conversion rate
  + return on marketing investment (ROMI).
* Employee Indicators
  + Staff productivity
  + Employee satisfaction
  + Turnover rate
  + Training completion rates
* Compliance and Risk Indicators
  + Regulatory compliance checks
  + Health and safety incidents
  + Audit results.

Strategies to improve performance

* Strengthen financial management
* Enhance customer experience & retention
* Optimise Operations & Productivity
* Drive growth through marketing and innovation.

**Rauemi |** Resources

* Small Business New Zealand (SBNZ) - [Growing New Zealand Businesses Together | Small Business New Zealand](https://www.sbnz.co.nz/?utm_source=chatgpt.com)
* MBIE (Ministry of Business, Innovation & Employment) - [MBIE](https://www.mbie.govt.nz/business-and-employment/business/support-for-business/small-business-and-manufacturing?utm_source=chatgpt.com)
* Business.govt.nz - [Tools and resources — business.govt.nz](https://www.business.govt.nz/tools-and-resources)

**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.