



Australian Government

BSBESB302 Develop and present business proposals

Release: 1

BSBESB302 Develop and present business proposals

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Application

This unit describes the skills and knowledge required to research the viability of ideas for business opportunities and develop and present proposals for viable options in formats suiting a range of stakeholders.

The unit applies to those establishing or operating a business providing self-employment, as well as those establishing a new venture as part of a larger organisation. The proposals may relate to products and/or services offered by the business.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Competence – Entrepreneurship and Small Business

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Evaluate business ideas	1.1 Identify ideas relating to business opportunities 1.2 Research key factors influencing their financial viability 1.3 Analyse business ideas to determine viability of business opportunity 1.4 Record outcomes of evaluation according to workplace procedures
2. Manage risk associated with business proposal	2.1 Identify potential risks associated with opportunity ideas and viability of business 2.2 Communicate with relevant stakeholders the potential risks 2.3 Assist relevant stakeholders to develop risk management

ELEMENT	PERFORMANCE CRITERIA
	systems
3. Develop proposal for viable business idea	3.1 Identify audience for proposal, and required structure and content 3.2 Establish budget according to financial viability 3.3 Develop description of business idea according to identified budget and business opportunities 3.4 Confirm that draft proposal meets requirements
4. Present business proposal	4.1 Determine presentation method suited to audience 4.2 Provide customised business proposal to target audience 4.3 Seek feedback to inform future proposals

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Reading	<ul style="list-style-type: none"> Interprets information from a range of sources
Writing	<ul style="list-style-type: none"> Uses information and industry-related terminology to complete required documentation
Numeracy	<ul style="list-style-type: none"> Extracts, evaluates and compares numerical information
Initiative and enterprise skills	<ul style="list-style-type: none"> Plans and implements tasks required to prepare and present a business proposal Analyses and evaluates options before making decisions, considering needs, resources and constraints
Technology	<ul style="list-style-type: none"> Uses a range of digital tools to access, organise, integrate and present relevant information

Unit Mapping Information

Supersedes and is equivalent to BSBSMB302 Develop a micro business proposal.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>