



Australian Government

BSBESB401 Research and develop business plans

Release: 1

BSBESB401 Research and develop business plans

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 and develop business plans for achieving business goals and objectives.

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.

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. Prepare to develop business plan | 1.1 Identify purpose and required components of business plan 1.2 Identify and document business goals, objectives and budget 1.3 Research market needs and estimate market size |
| 2. Draft business plan | 2.1 Establish resource, legal and compliance requirements according to identified business goals and objectives 2.2 Assess product mix, volumes and pricing opportunities relevant to the identified target market and according to business goals and objectives 2.3 Plan marketing activities relevant to the product mix and according to marketing objectives and strategies and budgetary requirements 2.4 Develop draft plan according to identified business goals, |

| ELEMENT | PERFORMANCE CRITERIA |
|---|---|
| | <p>objectives and market needs</p> <p>2.5 Analyse draft plan and identify, assess and prioritise internal and external risks according to workplace procedures</p> <p>2.6 Research specialist services and sources of advice and cost according to available resources</p> |
| 3. Create a business plan | <p>3.1 Identify costs associated with production and delivery of business products and/or services</p> <p>3.2 Calculate prices based on costs and profit targets, as a charge-out rate for labour or unit price for products and/or services</p> <p>3.3 Prepare cash flow projections to enable business operation according to business plan and legal requirements</p> <p>3.4 Select budget targets to enable ongoing monitoring of financial performance</p> <p>3.5 Identify sources of finance for required liquidity according to business goals and objectives and workplace procedures</p> |
| 4. Finalise business planning and plan for risk | <p>4.1 Develop risk management strategies according to business goals and objectives, and legal and compliance requirements, and established business activities</p> <p>4.2 Assess likelihood of non-conformance with each component of business plan</p> <p>4.3 Develop a contingency plan to address possible areas of non-conformance according to workplace procedures</p> <p>4.4 Identify specific interests and objectives of key stakeholders and confirm their support of planning outcomes</p> |

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"> Identifies, analyses and evaluates information during planning process |
| Writing | <ul style="list-style-type: none"> Prepares written documentation that communicates plan information clearly and effectively |
| Numeracy | <ul style="list-style-type: none"> Interprets numerical information to determine prospective markets, resource allocations and business profits/losses |
| Self-management | <ul style="list-style-type: none"> Identifies implications of legal and compliance requirements related to own work |

| Skill | Description |
|-------------------------|--|
| | <ul style="list-style-type: none"> <li data-bbox="462 309 1418 376">• Makes a range of critical and non-critical decisions, taking a range of constraints into account |
| Planning and organising | <ul style="list-style-type: none"> <li data-bbox="462 387 1418 454">• Uses a combination of formal, logical planning processes to identify relevant information and to evaluate alternative strategies or methods |

Unit Mapping Information

Supersedes and is equivalent to BSBSMB404 Undertake small business planning.

Supersedes but is not equivalent to:

- BSBSMB415 Refine and strengthen a small business
- BSBSMB422 Plan small business growth.

Links

Companion Volume Implementation Guide is found on VETNet -

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