



Australian Government

AHCBUS609 Develop and review an enterprise strategic plan

Release: 1

AHCBUS609 Develop and review an enterprise strategic plan

Modification History

Release	Comments
Release 1	This version released with AHC Agriculture, Horticulture and Conservation and Land Management Training Package Version 4.0.

Application

This unit of competency describes the skills and knowledge required to develop and review a strategic enterprise plan for a small, medium or large business.

This unit applies to individuals who work strategically, who analyse information and exercise judgement to complete a range of advanced skilled activities especially in relation to strategic planning. At this level, workers analyse, design and communicate solutions to a range of complex problems.

All work must be carried out to comply with organisational requirements, work health and safety legislation and codes, sustainability practices, and in consultation with the management team.

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

Pre-requisite Unit

Nil

Unit Sector

Business (BUS)

Elements and Performance Criteria

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Clarify business goals and direction for enterprise plan	1.1 Evaluate the focus, direction and structure of the enterprise in the development and review of the enterprise plan 1.2 Assess and identify need for development and change

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	1.3 Identify competitive and collaborative factors 1.4 Identify and consider legal obligations and estate considerations 1.5 Develop goals and targets consistent with the enterprise 1.6 Document outcomes of the analysis work and draft the new enterprise plan
2. Undertake strategic analysis	2.1 Access data for use in review and development 2.2 Assess opportunities to value-add in the distribution chain of commodities and identify competitive implications 2.3 Analyse and assess competitive and collaborative opportunities 2.4 Assess expansion opportunities for viability and feasibility 2.5 Undertake comprehensive analysis of data and information to formulate a viable and realistic enterprise plan
3. Develop and document enterprise plan	3.1 Ensure performance measures are clear and address all key aspects of enterprise performance 3.2 Identify, document and incorporate the implications of the enterprise plan for the business 3.3 Introduce value-adding activities and opportunities 3.4 Finalise enterprise plan 3.5 Communicate enterprise plan initiatives and desired outcomes
4. Review operations against the enterprise plan	4.1 Evaluate operations and performance against the enterprise plan, identifying gaps and strengths 4.2 Modify processes to ensure strategic outcomes are achieved

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.

Skill	Description
Oral communication	Communicates effectively with stakeholders to formulate agreed strategic directions

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
AHCBUS609 Develop and review an enterprise strategic plan	AHCBUS603 Develop and review a strategic plan	Title updated Performance criteria clarified Foundation skills added Assessment requirements updated	Equivalent unit

Links

Companion Volumes, including Implementation Guides, are available at VETNet: -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>

Assessment Requirements for AHCBUS609 Develop and review an enterprise strategic plan

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Performance Evidence

An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit. There must be evidence that the individual has developed and reviewed an enterprise strategic plan for at least one business, including:

- determined the scope and desired business outcomes of the plan
- analysed the competitive environment
- documented performance measures to address all key aspects of enterprise performance
- evaluated opportunities and the viability and feasibility of the production, business and marketing plans
- documented the plan
- communicated the strategic direction to employees
- reviewed business activity and made adjustments to meet requirements of the plan.

Knowledge Evidence

An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:

- the market in which the enterprise operates:
 - market forces
 - resource availability and accessibility
 - competitors
- business structures for similar enterprises
- business analysis and forecasting
- value-adding concepts, relevant to the enterprise
- enterprise planning methodologies
- data collection and analysis methods
- risk management techniques
- legislation and by-laws relevant to the organisation's operation and potential expansion
- organisational design and change processes.

Assessment Conditions

Assessment of skills must take place under the following conditions:

- physical conditions:
 - skills must be demonstrated in a workplace setting or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - access to an enterprise, including business records, to conduct enterprise planning activity.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

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