



Australian Government

Department of Education, Employment and Workplace Relations

AHCBUS603A Develop and review a strategic plan

Release: 1

AHCBUS603A Develop and review a strategic plan

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit covers the process of developing and reviewing a strategic plan and defines the standard required to: determine the scope and desired business outcomes of the strategic plan; analyse the competitive environment; document performance measures to address all key aspects of enterprise performance; evaluate opportunities and the viability and feasibility of the production, business and marketing plans; document, monitor and review the strategic plan.
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Application of the Unit

Application of the unit	This unit applies to the application of knowledge and skills to determine the scope and desired business outcomes of the strategic plan.
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Not Applicable

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
1. Clarify goals and direction	1.1. Focus, direction and structure of the enterprise are considered and accounted for in the development and review of the strategic plan. 1.2. Need for development and change is assessed and identified. 1.3. Competitive and collaborative factors are identified. 1.4. Legal obligations and estate considerations are identified and considered. 1.5. Measurable goals and targets, which are enterprise consistent, are considered and developed.
2. Undertake strategic analysis	2.1. Accurate data is accessed using reliable sources for use in review and development. 2.2. Value chain analysis is completed for the enterprise and competitive implications are identified. 2.3. Competitive and collaborative opportunities are analysed and assessed. 2.4. Expansion opportunities are assessed for viability and feasibility. 2.5. Comprehensive analysis of all relevant data and information is undertaken to formulate a viable and realistic strategic plan.
3. Develop and document strategic plan	3.1. Performance measures are clear and address all key aspects of enterprise performance. 3.2. The implications of the strategic plan for the enterprise are identified, documented and incorporated. 3.3. Value adding activities and opportunities are systematically introduced. 3.4. Strategic plan initiatives and desired outcomes are clearly communicated to all relevant parties. 3.5. Strategic performance is evaluated for gaps and strengths, and appropriate remedial action implemented.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

REQUIRED SKILLS AND KNOWLEDGE**Required skills**

- set goals and directions for a business
- analyse information and results
- consider and evaluate alternatives
- design performance criteria
- manage projects
- think logically and strategically
- use literacy skills to fulfil job roles as required by the organisation. The level of skill may range from reading and understanding documentation to completion of written reports
- use oral communication skills/language competence to fulfil the job role as specified by the organisation including questioning, active listening, asking for clarification, negotiating solutions and responding to a range of views
- use numeracy skills to estimate, calculate and record complex workplace measures
- use interpersonal skills to work with others and relate to people from a range of cultural, social and religious backgrounds and with a range of physical and mental abilities.

Required knowledge

- the external environment
- working knowledge of market forces
- resource availability and accessibility
- feasible enterprises and opportunities
- business structures
- forecasting
- value adding concepts
- strategic planning methodologies
- data collection and analysis methods
- risk management techniques
- knowledge of legislation codes and by-laws relevant to the organisations operation and potential expansion
- organisational design and change processes.

Evidence Guide

EVIDENCE GUIDE	
The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	The evidence required to demonstrate competency in this unit must be relevant to workplace operations and satisfy holistically all of the requirements of the performance criteria and required skills and knowledge and include achievement of the following: • determine the scope and desired business outcomes of the strategic plan • analyse the competitive environment • document performance measures to address all key aspects of enterprise performance • evaluate opportunities and the viability and feasibility of the production, business and marketing plans • document, monitor and review the strategic plan.
Context of and specific resources for assessment	Competency requires the application of work practices under work conditions. Selection and use of resources for some worksites may differ due to the regional or enterprise circumstances.

Range Statement

RANGE STATEMENT	
The range statement relates to the unit of competency as a whole.	
Relevant businesses may include:	• small, medium and large enterprises.

Unit Sector(s)

Unit sector	Business
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Co-requisite units

Co-requisite units		

Competency field

Competency field	
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