



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	Interprets information from a range of sources
Writing	Uses information and industry-related terminology to complete required documentation
Numeracy	Extracts, evaluates and compares numerical information
Initiative and enterprise skills	- 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	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>

Assessment Requirements for BSBESB302 Develop and present business proposals

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- develop and present a business proposal for a product or service.

In the course of the above, the candidate must:

- analyse information from a range of sources to evaluate the viability of the business opportunities, including:
 - consideration of personal commitments
 - risk identification and assessment
 - personal skills and attributes analysis against required skills
 - anticipated financial returns.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- factors influencing financial viability of business ventures, including financial returns
- factors influencing viability of business ideas, including:
 - impact of emerging or changing technology
 - personal circumstances and suitability of own skills profile
 - assessed risks
 - availability of required resources
- key requirements for business proposals, including:
 - information relating to legislative requirements, regulations, standards and codes or practice
 - structure and content suited to audience needs
 - formats and methods of presentations
 - description of products and/or services

- workplace procedures for:
 - recording outcomes of proposal evaluation
 - establishing income and expenditure costing for business proposal
- principles of risk assessment relevant to business opportunity described in performance evidence.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- business technology, including internet access and presentation software
- legislation, regulations, standards and codes of practice relating to business proposal described in performance evidence
- workplace documentation and resources relevant to performance evidence
- interaction with others for presentation purposes.

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

Links

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