



Australian Government

BSBSMB301 Investigate micro business opportunities

Release: 2

BSBSMB301 Investigate micro business opportunities

Modification History

Release	Comments
Release 2	This version released with BSB Business Services Training Package Version 2.0. Version created to clarify intent of unit
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to consider the major elements of a business idea, undertake research to determine viability of the business opportunity and present the idea with reference to the legislative frameworks affecting the business.

It applies to individuals who are establishing or operating a micro business for self-employment.

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

Unit Sector

Management and Leadership – Small and Micro 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. Describe business ideas	1.1 Gather information for business ideas from appropriate sources 1.2 List details of business ideas and opportunities 1.3 Research alternative business ideas in light of available resources 1.4 Specify and list products and services to match business ideas 1.5 Identify and research potential customer information for

ELEMENT	PERFORMANCE CRITERIA
	business ideas 1.6 Identify and take into account available financial, digital technology, business and technical skills when researching business opportunities
2. Identify market needs	2.1 Collect information regarding market size and potential from appropriate sources 2.2 Investigate market trends and developments to identify market needs relative to business ideas 2.3 Gather market information from primary and secondary sources to identify possible market needs in relation to business ideas 2.4 Identify ethical and cultural requirements of the market, and their relevance for business ideas 2.5 Identify new and emerging markets and document their features 2.6 Identify and organise information on expected market growth or decline and associated risk factors
3. Investigate factors affecting the market	3.1 Identify projected changes in population, economic activity and labour force that may impact business ideas 3.2 Identify movements in prices, and projected changes in availability of resources 3.3 Review trends and developments and identify their potential impact on business ideas

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 1.3, 1.5, 2.1-2.6, 3.1-3.3	Analyses and evaluates textual information to develop research strategies, integrate facts and ideas and meet business requirements
Writing	1.1, 1.2, 1.4, 1.5, 2.3, 2.5	Uses factual information and industry related terminology to complete required documentation

Oral Communication	1.1, 1.5, 2.3, 2.5	Clearly articulates requests using specific and relevant language, and uses listening and questioning techniques to confirm understanding
Numeracy	2.1, 3.1, 3.2	Extracts, evaluates and compares numerical information to determine resources and identify trends
Get the work done	1.1, 1.5, 1.6, 2.1, 2.2, 2.5, 2.6, 3.1, 3.2	- Identifies changes to processes, products or services within scope of own business opportunities - May invest time in developing and shaping several options before making a final choice, using a combination of lateral and analytical thinking to tailor and strengthen an idea to suit needs, resources and constraints - Uses a range of digitally based technology and applications to access and filter data, and then extract, organise, integrate and share relevant information in increasingly effective ways.

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBSMB301 Investigate micro business opportunities Release 2	BSBSMB301 Investigate micro business opportunities Release 1	Minor edits to clarify intent of unit	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for BSBSMB301 Investigate micro business opportunities

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Performance Evidence

Evidence of the ability to:

- research and analyse information from a range of sources to investigate a business opportunity, including:
 - financial considerations
 - digital technologies
 - market size, potential and trends
 - ethical and cultural requirements of the market
 - resource availability
- review data for potential impact on the market, products, services and customers
- match products and services to the business opportunity.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- locate and outline legislation and regulation relevant to specific micro business opportunities being investigated
- identify sources of specialist advice on trends in new and emerging markets and decline and risk factors
- summarise benefits and challenges of digital technologies relevant to micro business opportunities

- describe appropriate business research methods and data collection tools and software.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the Management and Leadership – Small and Micro Business field of work and include access to:

- internet access for research
- data collection tools and software
- relevant legislation, regulations, standards and codes
- relevant workplace documentation and resources
- case studies, or where possible, real situations
- interaction with others.

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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