



Australian Government

Assessment Requirements for CPPREP5007 Develop a strategic business plan in the property industry

Release: 1

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Modification History

Release 1 This version first released with CPP Property Services Training Package Release 8.0.

Supersedes and is equivalent to CPPDSM5012A Develop a strategic business plan in the real estate industry.

Updated to the Standards for Training Packages.

Performance Evidence

To demonstrate competency in this unit, a person must develop and evaluate a three-year strategic business plan for a property agency.

In doing this, the person must meet the performance criteria for this unit.

Knowledge Evidence

To be competent in this unit, a person must demonstrate knowledge of:

- Commonwealth and state or territory legislation and local government regulations impacting on agency business planning
- reasons for, and benefits of, business planning
- ethical considerations in property agency business planning
- sources of information about the property market and business environment
- processes for:
 - collating and analysing information about the property market and business environment
 - determining the financial viability of opportunities
 - conducting and applying break-even analyses
 - estimating demand for services in:
 - property management
 - property sales
 - other services
 - developing and establishing agency marketing positioning strategies
 - developing strategic directions
 - preparing and documenting business plans
- determining and setting business goals and objectives:
 - goals, objectives, plans, systems and processes

- short-, medium- and long-term goals
- client needs and marketing projections
- proposed size and scale of the business
- market focus of the business
- types of business planning:
 - feasibility studies
 - strategic
 - operational
 - financial planning
- content of business plans:
 - assumptions underlying the business plan
 - details of ownership and management
 - financial plan
 - organisational and operational arrangements
 - business opportunities
 - proposed size and scale of the agency
 - resources required and available
 - sources of funding
 - specialist services and sources of advice that may be required
 - staffing
 - market focus and marketing of the agency
- stages in business development
- principles of risk management relevant to business planning.

Assessment Conditions

Assessors must satisfy the requirements for assessors listed in the Standards for Registered Training Organisations.

Assessment must be conducted in the workplace or in a simulated workplace environment.

Assessors are responsible for ensuring that the person demonstrating competency has access to materials and equipment meeting the operational requirements for a property agency, including:

- geographic location and detailed description of the property agency
- comprehensive property market and business environment information relating to the property agency
- comprehensive strategies, policies, procedures, forms and records
- equipment, communication and data access and storage technology required to develop a strategic business plan in the property industry.

Links

Companion volumes to this training package are available at the VETNet website -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6f3f9672-30e8-4835-b348-205dfcf13d9b>