



Australian Government

Department of Education, Employment and Workplace Relations

MTMR501A Develop and assess a meat retailing business opportunity

Release: 1

MTMR501A Develop and assess a meat retailing business opportunity

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit covers the skills and knowledge required to identify, develop and assess a new business or activity opportunity for the meat retailing enterprise.
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Application of the Unit

Application of the unit	Owners, managers or senior staff of meat retailing enterprises may wish to develop their business, start a new venture or explore potential to create new products and services for an existing organisation. The person might be (or intend to be) self employed, or work for a business of any size, where they may develop opportunities as part of a broader role within the enterprise. This unit does not cover implementing or financing the new venture, or managing the growing business.
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units		

Prerequisite units		

Employability Skills Information

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

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify a business opportunity	1.1. Relevant market, client, product and service information is located and reviewed. 1.2. Collective capability of existing staff and facilities is assessed. 1.3. Thinking techniques are used to generate business opportunity ideas. 1.4. Sources for additional information and fresh business opportunity ideas are identified, explored and absorbed. 1.5. Personal and business objectives of developing opportunities are identified. 1.6. Input is obtained from others to improve and sort initial ideas.
2. Develop a business concept	2.1. A range of business opportunity ideas is reviewed and prioritised to develop business concepts. 2.2. Basic business planning estimates are calculated for new business concepts. 2.3. Relevant legal and non legal requirements are identified and reviewed. 2.4. Criteria for determining the feasibility of new business ideas are determined and documented. 2.5. Preliminary assessment of feasibility of business concepts is undertaken and specialist advice sought as required. 2.6. Risks of business concepts are identified. 2.7. Choice is made of most feasible ideas to be further developed into business plans. 2.8. Basic documentation is prepared to communicate business concepts to stakeholders.
3. Work with others to advance the business concept	3.1. Requirements for partners, alliances and advisors to advance business concept are determined. 3.2. Potential partners, alliances and advisors are identified and assessed. 3.3. Legal advice is sought to protect interest throughout negotiations, where appropriate. 3.4. Negotiations are conducted to advance the concept. 3.5. Partnership, alliance and advisory arrangements are negotiated, if appropriate. 3.6. Partnership, alliance and advisory arrangements are

ELEMENT	PERFORMANCE CRITERIA
	confirmed using legal processes, if appropriate.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

Ability to:

- relate to people from a range of social, cultural and ethnic backgrounds, and physical and mental abilities
- use thinking techniques
- use research and analytical skills to:
 - conduct basic research
 - conduct an initial feasibility assessment
 - prepare basic business planning estimates
- apply negotiation skills for exploring partnerships
- use verbal and written communication skills to:
 - document ideas, business planning estimates and feasibility assessment
 - negotiate with potential partners
- determine legal, Occupational Health and Safety (OH&S) and non-legal requirements
- work with employees and family (if a family business)
- calculate business planning estimates
- assess risk and plan for contingencies
- solve problems as they arise in negotiations
- using technology to manage information
- identify and develop fresh business opportunity ideas
- document a range of ideas
- assess and evaluate relevant market, client, product and service information
- communicate ideas to supervisors, managers and other employees

Required knowledge

Knowledge of:

- general characteristics and traits of successful entrepreneurs
- biographies and case studies of particular individuals, in own or related industries

REQUIRED SKILLS AND KNOWLEDGE

- relevant legal, OH&S and non-legal requirements
- basic methods of business planning
- personal characteristics of successful entrepreneurs
- risk assessment strategies

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

The meat industry has specific and clear requirements for evidence. A minimum of three forms of evidence is required to demonstrate competency in the meat industry. This is specifically designed to provide evidence that covers the demonstration in the workplace of all aspects of competency over time. These requirements are in addition to the requirements for valid, current, authentic and sufficient evidence.

Three forms of evidence means three different kinds of evidence - not three pieces of the same kind. In practice it will mean that most of the unit is covered twice. This increases the legitimacy of the evidence.

All assessment must be conducted against Australian meat industry standards and regulations.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

A person who demonstrates competence in this unit must be able to provide evidence that they have identified, developed and assessed the initial feasibility of at least one new business or activity idea. Evidence should be documentary and show that consultation occurred.

Evidence will cover the processes used to identify a range of ideas, to select ideas to have initial feasibility assessed, and to consult with prospective partners. It will also cover documentation of the idea and of the feasibility assessment.

Context of and specific resources for assessment

Assessment will take place in actual business premises to provide access to relevant records, personnel and documentation.

Method of assessment

Recommended methods of assessment are:

- a third-party referee (at appropriate level of authority and responsibility) report covering the entire period of development of the business concept

EVIDENCE GUIDE	
	• documented business proposal • formal presentation of a business proposal to managers/supervisors/staff • personal reflection and re-evaluation of development process and proposal, responding to feedback received. Assessment practices should take into account any relevant language or cultural issues related to Aboriginality or Torres Strait Islander, gender, or language backgrounds other than English. Language and literacy demands of the assessment task should not be higher than those of the work role.
Guidance information for assessment	A current list of resources for this unit of competency is available from MINTRAC www.mintrac.com.au or telephone 1800 817 462.

Range Statement

RANGE STATEMENT	
The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.	
<i>Collective capability</i> of existing staff and facilities may include:	• flexibility • interest in pursuing new ideas • desire to take risks • confidence in self and vision • attitudes toward ambiguity and uncertainty • financial capability to invest in change • ability to think laterally • limitations of existing facilities and environment.
<i>Thinking techniques</i> may include:	• brainstorming • discussions • lateral thinking

RANGE STATEMENT	
	• de Bono's Six Thinking Hats® method
<i>Business opportunity ideas</i> may include:	• ideas to create profits or assets • new product lines • identifying and targeting a new customer or group of customers • new facilities or locations • change of image.
<i>Basic business planning estimates</i> may be calculated for:	• work methods • locations • initiatives and types of activities • human resources • budgets and other resources • timelines • return on investment period.
<i>Legal and non-legal requirements</i> may include:	• award and enterprise agreements and relevant industrial instruments • Food Safety Code • relevant legislation from all levels of government that affects business operation, especially in regard to OH&S and environmental issues, Equal Employment Opportunity (EEO), industrial relations and anti-discrimination • relevant industry codes of practice • requirements deriving from organisation's policies and procedures • access and equity requirements • codes of practice • contractual obligations • customer expectations • industrial relations agreements • insurance requirements • laws and regulations • local council regulations • accreditation/licence/patent/copyright requirements • maintenance/service/operating requirements • manufacturers' requirements • OH&S requirements • professional development requirements • standards • warranty requirements.

RANGE STATEMENT	
Criteria for determining feasibility may include:	• ability to meet legal and non-legal requirements • ability to meet personal and business objectives • commercial viability • supply and demand assessments.
Specialist advice may include:	• accounting, legal, food safety and OH&S advice • advice from government agencies, industry associations, business brokers and consultants • mentoring support
Risks may include those related to:	• regulations, legislation and codes of practice • safety • public reputation and consumer interest • sustainability • personnel • environmental factors • financial risk.
Choice may be made:	• by owner/operator of small business • by key family members of family business • by managers or supervisors.

Unit Sector(s)

Unit sector	
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Co-requisite units

Co-requisite units		

Competency field

Competency field	
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