



RPL ASSESSMENT MATRIX EXAMPLE

Student Name:	John Citizen	Subject:	Business Skills
Qualification:	Advanced Diploma of Building Biology	Unit Code:	BSBESB401
Unit of Competency:	Research and develop business plans		

Elements & Performance Criteria	How have you done this?	Evidence to support this and location
1. Prepare to develop the business plan 1.1 Identify purpose and required components of business plan 1.2 Identify and document business goals, objectives and budget 1.3 Research market needs and estimate market size	<ul style="list-style-type: none"> Described benefits of a business plan Identified business goals and objectives Listed components of the business plan: marketing plan, financial plan, operational plan, work health safety and risk management and contingency plan Identified competitors in the market and the services and products they offer Identified target market and their characteristics (demographics, gender, age profile, interests...) 	<u>Business plan</u> Table of Contents page: listed components of the business plan Chapter 1: Introduction and Business Profile - described the need for the business plan, established business goals and objectives, provided budget estimates, and described the target market, characteristics, needs and size
2. Draft business plan 2.1 Establish resource, legal and compliance requirements according to identified business goals and objectives	<ul style="list-style-type: none"> Ran my own business for 15 years Registered business name and obtained ABN Researched ATO for taxation and financial obligations (GST, PAYG, superannuation requirements..) 	<u>Business plan</u> Chapter 2: Marketing plan (4Ps – place, product, price...)

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<p>2.2 Assess product mix, volumes and pricing opportunities relevant to the identified target market and according to business goals and objectives</p> <p>2.3 Plan marketing activities relevant to the product mix and according to marketing objectives and strategies and budgetary requirements</p> <p>2.4 Develop draft plan according to identified business goals objectives and market needs</p> <p>2.5 Analyse draft plan and identify, assess and prioritise internal and external risks according to workplace procedures</p> <p>2.6 Research specialist services and sources of advice and cost according to available resources</p>	<ul style="list-style-type: none"> • Researched work, health and safety information (Safe Work Australia (federal) and WorkSafe (Victoria)) • Identified industrial relations obligations • Researched COVID restrictions (state links) • Identified competitors in the Gold Coast region providing mould and EMF services and their pricing structure • Identified competitors selling air filters and water filters and their pricing • Developed a survey to conduct market research that involved interviewing health practitioners within a 30km radius from the Gold Coast region to obtain their feedback to establish interest in business services • Described response from survey and established services and products business to provide including make and model of air and water filters • Conducted a SWOT analysis (strength, weaknesses, opportunities and threats) to identify and prioritise internal and external risks to business • Provided contact details of a registered bookkeeper, accountant, graphic and web designer and stated their fees 	<p>Chapter 4: Operational plan</p> <p>Appendix 2: Survey response from market research</p> <p>Appendix 3: List of key stakeholders and fees involved</p>
<p>3. Create a business plan</p> <p>3.1 Identify costs associated with production and delivery of business products and/or services</p>	<ul style="list-style-type: none"> • Ran my own business for 15 years 	<p><u>Business Plan</u></p> <p>Chapter 3: Financial plan</p>

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<p>3.2 Calculate prices based on costs and profit targets, as a charge out rate for labour or unit price for products and/or services</p> <p>3.3 Prepare cash flow projections to enable business operation according to business plan and legal requirements</p> <p>3.4 Select budget targets to enable ongoing monitoring of financial performance</p> <p>3.5 Identify sources of finance for required liquidity according to business goals and objectives and workplace procedures</p>	<ul style="list-style-type: none"> • Identified wholesale costs to supply air and water filters and established retail costs • Identified wholesale suppliers to establish minimum volumes, pricing and availability • Established process and cost of logistics to transport goods, travel costs, insurance... • Identified the cost to purchase mould and EMF equipment • Identified cost to develop a custom foam case to protect equipment in transit • Contacted Australasian Society of Building Biologists (association) to establish costs to join and obtain insurance (PL and PI) and recommended consulting fees • Established laboratory costs to analyse mould samples • Established costs to provide mould testing and EMF testing services • Established an hourly consult rate for phone advice • Established staffing requirements • Identified operational procedures <ul style="list-style-type: none"> • Worked as a bookkeeper / managed my accounting in my business for ten years • Created a profit and loss statement to outline expenses and income • Created a balance sheet <ul style="list-style-type: none"> • Established cash flow projections for 12 months <ul style="list-style-type: none"> • Established source of finance (self) and exact amount required to start business 	<p>Chapter 4: Operational plan</p> <p>Appendix 3: Profit and loss statement</p> <p>Appendix 4: Balance sheet</p>
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<p>4. Finalise business planning and plan for risk</p> <p>4.1 Develop risk management strategies according to business goals and objectives, and legal and compliance requirements, and established business activities</p> <p>4.2 Assess likelihood of non-conformance with each component of business plan</p> <p>4.3 Develop a contingency plan to address possible areas of non-conformance according to workplace procedures</p> <p>4.4 Identify specific interests and objectives of key stakeholders and confirm their support of planning outcomes</p>	<ul style="list-style-type: none"> • Risk management was described taking into consideration work, health and safety, litigation, global threats (COVID...), downturn in the economy, sickness, insurance needs, legislation requirements • Established likelihood of non-conformance with each component of business plan • Developed contingency plan to manage risks (ie insurance, backup plan, financial support from partner, work health and safety risk management, staffing etc) • Documented role of key stakeholders and confirmed their fees and support 	<p>Business Plan Chapter 4: Operational plan</p> <p>Chapter 5: Risk management and contingency plan</p> <p>Appendix 2: List of key stakeholders</p>
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Performance Evidence	How have you done this?	Evidence to support this and location
<p>The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including the ability to develop at least one business plan that addresses the goals and objectives of a business or business venture.</p>	<p>Submitted a comprehensive business plan</p>	<p>Business Plan</p>

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Knowledge Evidence	How have you done this?	Evidence to support this and location
<p>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:</p> <ul style="list-style-type: none"> • Legal and compliance requirements to business operation to be included in the plan: <ul style="list-style-type: none"> • Environmental • Work health and safety including WHS responsibilities and procedures for identifying hazards relating to business profile • Equal opportunity • Industrial relations • Types of business planning including <ul style="list-style-type: none"> • Feasibility studies • Strategic, operational, financial and marketing planning • Factors affecting structure of business plan including: <ul style="list-style-type: none"> • Purpose of plan • Target audience • Desired outcomes • Key components of business plan including: <ul style="list-style-type: none"> • Sources and cost of finance to provide liquidity and profitability for business • Marketing strategies and methods to promote market exposure of business • Methods or means of production or operation required for business • Staffing requirements to effectively produce or deliver products and services • Contingency plan 	<p>Ran my own business for 15 years</p> <p>Employed staff for 10 years</p> <p>Worked as an occupational health and safety officer in a manufacturing facility</p> <p>Worked as a business analyst for 2 years</p> <p>Worked as a bookkeeper or managed my own books for ten years</p> <p>Was responsible for developing social media marketing for a business I was employed at for 3 years</p>	<p><u>If you ran or currently run a business you may consider providing the following:</u></p> <p>Stationary of former or current business you ran Profit and Loss statement and balance sheet of current business Examples of advertising with former/current business Contingency plan Work, health and safety procedure including incidence reports List of stakeholders of current business Letter from former employer</p> <p><u>Business Plan</u></p> <p>Chapter 1: Introduction and Business Profile Chapter 2: Marketing plan Chapter 3: Financial plan Chapter 4: Operational plan Chapter 5: Risk management and contingency plan</p>



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<ul style="list-style-type: none"> • Methodology for researching and preparing a business plan • Common business risks and risk management strategies • Workplace procedures for <ul style="list-style-type: none"> • Assessing and prioritising internal and external risks to business • Establishing resource requirements aligned to business goals and objectives, including for calculating staffing requirements to produce or deliver products and/or services • Developing a business contingency plan for unexpected events and situations • Developing risk management strategies 		<p>Appendix 1: Survey response from market research Appendix 2: List of key stakeholders Appendix 3: Profit and loss statement Appendix 4: Balance sheet</p>
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