RESEARCH THE VIABILITY OF A NEW VENTURE IDEAS/OPPORTUNITIES

US 114596

NQF Level: 4 | Credits: 5 | Notional Hours: 50 | Day(s): 1

Purpose:

This Unit Standard is aimed at learners who wish to identify and screen new ideas and/or opportunities with the intention of establishing and/or participating in a new venture.

The qualifying learner is capable of finding information about different industry sectors; explaining the purpose of potential new ventures; identifying characteristics of successful ventures and evaluating new venture opportunities.

The qualifying learner will be able to:

- Identify and assess own business ideas/opportunities for a new venture.
- Analyse the viability of a selected idea/opportunity against specific screening variables.
- Research the potential of a particular idea/opportunity as a new venture.
- Analyse a range of risks associated with a new venture.
- Evaluate new venture ideas/opportunities based on research findings.

Entry Requirements:

Learners accessing this Unit Standard should be competent in:

- Computer Literacy at NQF Level 3 or equivalent.
- Mathematical Literacy at NQF Level 3 or equivalent.
- Communications at NQF Level 3 or equivalent.
Specific Outcome 1: Identify and assess own business ideas/opportunities for a New Venture.

- An own business is discussed in terms of its advantages and disadvantages for the owner, the labour market and the business sector.
- Sources and methods of access to general and commercial business information are identified for proposed business venture.
- Reasons for selecting or rejecting a particular new venture idea/opportunity are explained with examples.
- Essential features of the new venture are identified in terms of market share, sales volume, asset value, and extent of independence from outside control.

Specific Outcome 2: Analyse the viability of a selected idea/opportunity against specific screening variables.

- The aptitude interests and values of the potential owner are screened for suitability to the new venture.
- The market conditions are assessed to determine the viability of the new venture.
- An assessment is made of the competition the new venture is up against.
- The access to relevant technology and other resources needed for the new venture is analysed to aid a decision on the viability of the new venture.

Specific Outcome 3: Researching on the potential of a New Venture.

- A personal profile of an entrepreneur is matched to the type of work, product or service that has potential as a new venture to ensure compatibility.
- Training needs to ensure success of the new venture are identified for all persons involved in the venture.
- The most suitable location of the new venture is investigated to aid a decision on the location of the new venture.
- Constraints on trade and applicable by-laws are investigated to ensure that there are no legal obstacles to the establishment of the new venture.
Specific Outcome 4: Analysing Risk in a New Venture.

- The concept of risk management is explained with examples.
- The potential risks and factors that may threaten the new venture are identified and analysed with a view to eliminating and/or minimising them.
- The risks associated with being an employer are explained.
- The possible measures to reduce risk are explained with examples from a real or simulated new venture.
- The insurance and security needs associated to risks in the new venture are investigated.

Specific Outcome 5: Evaluating the success of a New Venture.

- Criteria are established for evaluating the success of a new venture.
- A preliminary evaluation of the proposed new venture is produced in the form of a written report, using the identified criteria.