COORDINATE BUSINESS DEVELOPMENT
UNIT CODE: BUS/BM/CR/09/6

Unit Description

This unit specifies the competencies required to coordinate business development. It involves developing business development strategy, identifying potential business opportunities and tracking emerging markets, developing company presence and brands strategies, maintaining customer relations management (CRM) system, monitoring sales turnover, managing new strategic partnerships, benchmarking industry players and documenting and computerizing business strategy.

ELEMENTS AND PERFORMANCE CRITERIA

Element *These describe the key outcomes which make up workplace function.*	Performance Criteria *These are assessable statements which specify the required level of performance for each of the elements.* **Bold and italicized terms are elaborated in the Range**
1. Develop business development strategy	1.1 Data is obtained from current business trends according to company policies and procedures 1.2 Strategic objectives are developed according to strategic plan

Element	Performance Criteria
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	1.3 Business development strategies are developed to embrace ***modern communications technology*** according to the business development Policy
	1.4 Mix of ***Inbound and Outbound business development*** strategies is developed in accordance with the marketing policy and procedures
2. Identify potential business opportunities and track emerging markets	2.1 Business opportunities are assessed by identifying the business direction according to the strategic plan.
	2.2 Business strengths are analyzed in accordance to SWOT analysis
	2.3 Business opportunities analysis to evaluate ***market factors*** is carried out according to PESTEL.
	2.4 Business opportunities are evaluated for viability and selected according to the Strategic plan, and business development policy criteria. Business opportunities

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	selected are undertake in accordance to the budget allocations 2.5 New markets are identified and tracked according to PESTEL.
3. Develop Company Presence and Brands Strategies	3.1 Business development plans are prepared according to the business development strategies given. 3.2 Market survey is done according to strategic plans. 3.3 Business development plans are communicated to the department according to the business development procedures. 3.4 Company promotional activities are identified according to market survey 3.5 Company presence and brands strategy report is prepared according to company policy.

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4. Maintain Customer Relations Management (CRM) System	4.1 Customer data is obtained from customer's account in the accounting system
	4.2 ***Customer Relations Management (CRM)*** is evaluated from data collected in accordance to CRM procedures.
	4.3 Customer accounts are updated for any transaction carried out online according to standard operating procedures
	4.4 Customer data is stored in accordance with the ICT and CRM Policies
	4.5 ***Cloud based CRM Apps*** benefits are identified in accordance with ICT and CRM policies
5. Monitor Sales Turnover	5.1 Assessment of sales turnover is carried out according to business strategies
	5.2 ***Business turnover indicators*** are identified in accordance to the nature of business

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	5.3 Areas of improvement are identified based on assessment results
	5.4 Effective and targeted solutions are developed based on assessment results
	5.5 Developed solutions are implemented and report is generated based on organization procedures
6. Manage New Strategic Partnerships	6.1 Business partners are identified according to organization marketing strategy
	6.2 Business partners are classified and recorded according to standard operating procedures
	6.3 Technical committee is formed according to organization strategic plans.
7. Benchmark Industry Players	7.1 Performance parameters are identified and measured in accordance with organizational standards

Element	Performance Criteria
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	7.2 Organizations to benchmark against are identified based on industry standards
	7.3 ***Benchmarking information*** is collected, collated and analyzed according to statistical procedures
	7.4 Actual benchmarking is conducted according to statistical procedures
	7.5 Opportunities and recommendations for improvement are identified and shared in a report based on benchmarking outcomes
8. Document and computerize business strategy	8.1 Business strategic documents are obtained according to standard operating procedures.
	8.2 Computer hardware and software are obtained according to standard operating procedures.
	8.3 Business strategies are computerized according to ICT policy

Element	Performance Criteria
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	8.4 Business strategy report is prepared and shared within the organization according to standard operating procedures

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

Variable	Range *May include but not limited to:*
1. Modern Communications Technology	1.1 Website 1.2 Social Network-Twitter, face book, emails, LinkedIn 1.3 Business blogs 1.4 Profiles and business networks 1.5 Information soft sharing – Google
2. Inbound business development strategy	2.1 Use of social media and internet in converting visitors to clients

Variable	Range *May include but not limited to:*
3. Outbound business development strategy	3.1 Online marketing 3.2 Offline marketing 3.3 Corporate marketing 3.4 Telemarketing
4. Market factors	4.1 Company 4.2 Brand 4.3 Competitor 4.4 Supply Chain 4.5 Regulations 4.6 Environment
5. Customer Relations Management (CRM)	5.1 Managing business interactions with customers, both current and potential in order to improve profitability
6. Benchmarking Information	6.1 Human resources 6.2 Financial performance 6.3 Products and services 6.4 Operations 6.5 Location
7. Cloud Based CRM Apps	7.1 Customer data is stored in the cloud and accessed from the cloud 7.2 No software management required 7.3 Infinite capacity 7.4 Accessed anywhere with internet

Variable	Range
	May include but not limited to:
	7.5 Secure online environment
8. Business Turnover Indicators	8.1 Financial turnover ratios
	8.2 Market Share
	8.3 Customer loyalty

REQUIRED SKILLS AND KNOWLEDGE

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

Required Skills

The individual needs to demonstrate the following skills:

- Computer
- Analytical skills
- Entrepreneurship
- Financial management
- Marketing strategy
- Public Relations
- Customer service
- Communication and negotiation
- Problem solving
- Networking
- Driving
- Benchmarking

Required Knowledge

Coordination the individual needs to demonstrate knowledge of:

- ICT
- SWOT
- PESTEL
- Customer Relations Management
- Basic financial Accounting
- Resource mobilization
- Team work
- Conflict management
- Internet
- Working capital management
- Record keeping
- Marketing
- Business ethics
- Partnership building

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical Aspects of Competency	Assessment requires evidence that the candidate: 1.1 Developed a business strategy from given instructions 1.2 Implemented business opportunity policies and procedures according to

	instructions
	1.3 Maintained performance records for the business
	1.4 Conducted market survey and prepared business development plan
	1.5 Monitored sales turnover
	1.6 Identified business turnover indicators
	1.7 Maintained CRM system
	1.8 Managed new strategic partnerships
	1.9 Identified potential business opportunities and tracked emerging issues
	1.10 Computerized business strategies and prepared a report
	1.11 Benchmarked industry players and identified opportunities for improvement with recommendations
	1.12 Analyzed business performance and trends and prepared a report
2. Resource Implications	The following resources must be provided: 2.1 Assessment location 2.2 Candidate reports 2.3 Laptop/printer 2.4 Internet 2.5 Format templates

3.	Methods of Assessment	The following resources must be provided: 3.1 Assessment location 3.2 Candidate reports 3.3 Laptop/printer 3.4 Internet 3.5 Format templates
4.	Context of Assessment	Competency may be assessed: 4.1 On the job 4.2 Off the job 4.3 In work placement (attachment,) Off the job assessment must be undertaken in a closely simulated workplace environment
5.	Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job roles is recommended.