

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Assess the Potential to Export
Unit Reference Number:	K/507/5259
Level:	Level 3
Credit Value:	2
Minimum GLH:	12

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Be able to assess the capability of a business to export	1.1 Assess the management time and people skills in own business needed to export
	1.2 Review the suitability of products and/or services offered by own business for exporting
	1.3 Review the financial capacity within own business to export
2. Be able to undertake a SWOT analysis of the potential of a business to export	2.1 Document the strengths and weaknesses of own business to export
	2.2 Document the opportunities and threats to own business in exporting
	2.3 Develop plan to prioritise the actions required in own business to export
3. Be able to review the usefulness of external sources of advice and guidance for exporting	3.1 Map networks and relationships of own business which would support exporting
	3.2 Identify the sources of advice and guidance external to own business to support exporting
	3.3 Identify the criteria for selecting sources or advice and guidance for own business to support exporting

3.4 Develop strategies for using sources of advice and guidance to support own business in exporting