**Business Studies**

**Internal Assessment**

**Investigate the exporting potential of a New Zealand business in a market, with consultation.**

**Export potential**

Before beginning this activity students need opportunities to explore:

* the export process including business concepts such as cultural intelligence, transport, distribution, finance, intellectual property, compliance with domestic and foreign regulations, jurisdictional issues, trade agreements, exchange rates
* concepts related to export readiness *such as production capacity, export market development, export pricing*
* export risks and opportunities of expanding globally
* different government and non-government agencies that provide support and advice to exporters (within New Zealand, such as NZTE, and offshore, such as trade commissions)
* Māori business concepts as relevant
* ethical research procedures

Students can study one business as a class or each student/group of students can select an appropriate business – best selected from a list provided by the teacher.

There is a requirement in the TKI activity to consult both domestically and internationally – students should include evidence of two-way domestic and two-way international consultation. But note the standard requires consultation with specialist advisors in relation to the export potential – those advisors could be New Zealand based, provided it is ‘reasonable and valid’ for the investigation.

**Students need to:**

* plan the investigation
* gather information on the export process as relevant (see above) from a range of sources including information from the business’s website, information about exchange rates, logistics, cultural and business information
* consult with export specialist advisors – use letters/emails, meetings, interviews as relevant
* compile a portfolio of evidence of the above including references for all sources of information
* prepare a report or presentation

The student’s report or presentation should include:

* An assessment of the export potential of one or more of the business’s products in the offshore market.
* A comparison of the level of export readiness of the selected business with the level required to enter the offshore market.
* The use of detailed, relevant examples from the portfolio of evidence to support the assessment and comparison.
* An evaluation of the risks and opportunities in exporting to the offshore market for the selected business integrating relevant knowledge of the various aspects of the export process to fully support explanations and the evaluation.