



Pacific
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QUALITY ASSURANCE IN HIGHER EDUCATION AND TRAINING IN PACIFIC ISLAND COUNTRIES AND TERRITORIES

MICRO-QUALIFICATION IN ESTABLISHING AND OPERATING A SMALL SEAFOOD BUSINESS: UNIT STANDARDS BOOKLET

Educational Quality and Assessment Programme:
Pacific Community



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A SMALL SEAFOOD BUSINESS:
UNIT STANDARDS BOOKLET

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The Pacific Community

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Introduction

The Educational Quality and Assessment Programme (EQAP), a division of the Pacific Community (SPC), is the agency responsible for measuring and monitoring quality in education in Pacific Island countries and territories (PICTs). EQAP focuses on two priority areas: facilitating labour and learner mobility, and enhancing educational quality.

One of the areas EQAP invests in to fulfil these objectives is quality assurance in post-secondary education and training. Establishing regional educational standards and benchmarks is crucial if the aspiration of PICT leaders to set up a framework is to be achieved.

As a regional quality assurance agency, EQAP has been mandated to perform the functions listed below.

- Quality audit of quality assurance agencies
- Accreditation of institutions and provider qualifications in countries that do not have national quality assurance agencies
- Accreditation of regional qualifications and units of learning
- Quality assurance of providers to deliver regional qualifications and units of learning/ micro-qualifications
- Recognition of foreign qualifications

This year, EQAP has also ventured into the development of micro-qualifications. A micro-qualification is a subset or component of a qualification that is designed to address a specific need for which only certain skill sets are required. Micro-qualifications are created by developing and packaging the learning outcomes. Many organisations, including SPC, develop and deliver short training packages to address gaps in skills and competencies. However, most of the training is neither accredited nor recognised, as there are no pre-defined systems for the development and packaging of such training. The national quality assurance agencies in the region only accredit and recognise full qualifications and do not have any established mechanisms to recognise the short training packages.

With the influx of these training packages provided by various organisations in the region, there is a need to appropriately develop them into micro-qualifications and have them recognised. This will add value to the certificates acquired by learners who have been trained and will enhance their employability.

For a micro-qualification to be appropriate for and relevant to the needs of the industry, the industry must be engaged in the development of standards or learning outcomes. The industry experts constitute what is generally referred to as the Industry Advisory Committee (IAC). The IAC provides professional input in the development of standards or learning outcomes that constitute a unit of learning.

This document is a compilation of the standards of the Micro-qualification in Establishing and Operating a Small Seafood business and is called the *Unit Standards Booklet*. The title, level, credit, purpose, learning outcomes, performance criteria and other relevant details of each unit standard of the micro-qualification is outlined. The document should be used together with the *Qualification Document* for this micro-qualification.

Unit Standard 1

Title	Analyse the marketing environment for a seafood business				
Level	4	Credits	6	Status	
Purpose	Learners credited with this unit standard are able to describe internal and external marketing environment factors that affect a selected seafood business and analyse marketing environment factors that influence the selected seafood business.				
Registration Date		Planned Review Date	June 2022		
Classification	Agriculture, Environment and Related Studies> Fisheries> Micro-enterprise				
Pre-requisites	It is expected that a candidate for this qualification will have basic literacy and numeracy skills. It is also expected that learners will have a basic idea of the kind of seafood business they intend to start and manage.				

Special Notes

1. Definitions

- SWOT – a system of analysis to work out strengths, weaknesses, opportunities and threats of a process or organisation
- Seafood – includes harvested species from the ocean, freshwater, aquaculture and mariculture environments
- Public – any group (financial, media, government, local, citizens) that has an actual or potential interest in or impact on an organisation’s ability to achieve its objectives

2. Legislation

- Commerce Act
- Tax Act
- Trading Act
- Companies Act
- Fisheries Act
- Marine Resources Act
- Environmental Protection Act
- Provincial bylaws
- Work and safety regulations
- National instruments derived from international obligations, e.g. CITES
- Food safety regulations

- Council bylaws
- Aquaculture Act (Aquatic Resources)

3. Resources Required for Assessment

Documentation on:

- Internal and external marketing environment factors
- SWOT factors rating

4. Skills and knowledge to be acquired

- Internal and external marketing environment factors
- Analysis skills
- Business concepts
- SWOT analysis
- Rating standards

Outcomes and Performance Criteria

Outcome 1

Describe internal and external marketing environment factors that affect the selected seafood business.

Performance Criteria

1.1 Internal environment factors (strengths and weaknesses) are described.

Range Internal environment factors may include but are not limited to internal environment, suppliers (including effective business communication), marketing intermediaries (agents, middlemen, distributors), competitors, the public and customers.

1.2 External environment factors (opportunities and threats) are described.

Range External environment factors may include but are not limited to demography, economics, natural factors, technology, stock status, and political and cultural trends in fisheries.

Outcome 2

Analyse marketing environment factors that influence the selected seafood business.

Performance Criteria

2.1 Seafood business concepts are determined and prioritised.

Range Business concepts may include but are not limited to starting or expanding a seafood business and improving an existing seafood business.

2.2 A SWOT analysis of the selected seafood business concept is conducted.

Range SWOT analysis includes identifying strengths, weaknesses, opportunities and threats.

2.3 Factors identified from the SWOT analysis are rated according to a determined standard.

Range Rating standards used may include but are not limited to risk management approaches, Likert scale, etc.



Unit Standard 2

Title	Formulate strategies for setting up or improving/expanding a seafood business				
Level	4	Credits	4	Status	
Purpose	Learners credited with this unit standard are able to formulate strategies that address threats and weaknesses of a selected seafood business and analyse options for a marketing strategy based on identified opportunities and strengths.				
Registration Date		Planned Review Date	June 2022		
Classification	Agriculture, Environment and Related Studies> Fisheries> Micro-enterprise				
Pre-requisites	It is expected that a candidate for this qualification will have basic literacy and numeracy skills.				

Special Notes

1. Definitions

- SWOT – strengths, weaknesses, opportunities and threats
- TOWS – threats, opportunities, weaknesses and strengths
- Evaluation matrix – a snapshot in time for visualising the status of a business concept

2. Legislation

- Commerce Act
- Tax Act
- Trading Act
- Companies Act
- Fisheries Act
- Marine Resources Act
- Environmental Protection Act
- Provincial bylaws
- Work and safety regulations
- National instruments derived from international obligations, e.g. CITES
- Food safety regulations
- Council bylaws
- Aquaculture Act (Aquatic Resources)

3. Resources Required for Assessment

Documentation on:

- Evaluation matrix
- TOWS evaluation
- Action plan
- Options for product, placement, pricing and promotion

4. Skills and Knowledge to be Acquired

- Production of an evaluation matrix
- TOWS evaluation
- Market strategy elements: product, placement, pricing and promotion

Outcomes and Performance Criteria

Outcome 1

Formulate strategies that address threats and weaknesses of a selected seafood business.

Performance Criteria

1.1 An evaluation matrix of internal and external factors rated earlier is created.

1.2 A TOWS evaluation based on the SWOT analysis is conducted.

Range The evaluation will include both internal and external SWOT factors to inform the action plan.

1.3 From the TOWS evaluation, an action plan with strategies that address the threats and weaknesses is developed.

Range Action plan elements may include but are not limited to upskilling staff, conducting additional product research, applying for grant or loan funding, and taking on partners or joining a cooperative/association. Remedial action or contingencies may be developed to provide flexibility in response to risks, obstacles and/or opportunities.

Outcome 2

Analyse options for a marketing strategy based on identified opportunities and strengths.

Range Marketing strategy elements will be limited to product, placement, pricing and promotion.

Performance Criteria

2.1 Product and placement options to market the seafood product are analysed.

Range Product options may include but are not limited to branding, market research (consumer preferences), packaging, labelling and product support services.

Placement options may include but are not limited to considering where to sell the product, how the product will reach the selling point (distribution inclusive of targeting specific communities in other countries) and who the stakeholders are in the supply chain.

2.2 Pricing and promotion options for the seafood product are analysed.

Range Pricing options may include but are not limited to customer value-based, cost-based, competition-based, discounts, allowances, settlement and credit terms or a combination of these approaches.

Promotion options include but are not limited to networking, communicating, designing effective promotions and then advertising, using social and traditional media, public/customer relations (customer demand is analysed in relation to pricing decisions, and quality and value expectations), direct and digital selling.

Unit Standard 3

Title	Develop a business plan for a small seafood business			
Level	4	Credits	5	Status
Purpose	Learners credited with this unit standard are able to demonstrate fundamental skills of managing a small seafood business, design a seafood business model canvas and develop a seafood business plan.			
Registration Date		Planned Review Date	June 2022	
Classification	Agriculture, Environment and Related Studies> Fisheries> Micro-enterprise			
Pre-requisites	It is expected that a candidate for this qualification will have basic literacy and numeracy skills.			

Special Notes

1. Definitions

Business Model Canvas – a visual chart with elements describing the firm’s or the product’s value proposition, infrastructure, customers, and finances. It assists firms in aligning their activities by illustrating potential trade-offs

2. Legislation

- Commerce Act
- Tax Act
- Trading Act
- Companies Act
- Fisheries Act
- Marine Resources Act
- Environmental Protection Act
- Provincial bylaws
- Work and safety regulations
- National instruments derived from international obligations, e.g. CITES
- Food safety regulations
- Council bylaws
- Aquaculture Act (Aquatic Resources)

3. Resources Required for Assessment

Documentation on:

- Exercise on fundamental skills to manage a small seafood business
- Business model canvas
- Reviewed business plan

4. *Skills and Knowledge to be Acquired*

- Records maintenance
- Operational accounting
- National legislative requirements for small businesses
- Designing a business model canvas
- Developing and reviewing a business plan

Outcomes and Performance Criteria

Outcome 1

Demonstrate fundamental skills of managing a small seafood business.

Range Fundamentals skills are limited to maintaining records, operational accounting (daily cash records, monthly cash book and financial statements), and national legislative requirements pertaining to small businesses

Performance Criteria

1.1 The importance of maintaining accurate business and financial records is explained.

Range Records may include but are not limited to documents pertaining to sales, purchases, stock inventory, cash flow (daily transactions), quotations and estimates that have been communicated to clients, bank statements, and asset register with depreciation information.

1.2 Skills of principles of operational accounting are demonstrated.

Range Principles of operational accounting may include but are not limited to preparing statements such as balance sheets, profit and loss, cash flow (income and expenses), budgeting (savings, estimating income and expenses, allocating resources, identification and mitigation options for financial risks), regular maintenance plans for assets with simple financial forecasting and basic tips on reducing operational costs.

1.3 Country-specific legal business requirements are outlined.

Range Legal business requirements may include but are not limited to national taxation laws, business registration processes and licenses/permits and any other local authority provisions

Outcome 2

Design a seafood business model canvas.

Performance Criteria

2.1 A business model canvas is designed.

Range A Business model canvas may include but is not limited to strategic partners, key activities, key resources, value proposition, customer relationship, distribution channels, customer segment, cost and revenue, small business risks and potential mitigation options; and new or emerging challenges can be revisited with a review of SWOT analysis.

Outcome 3

Develop a seafood business plan.

Performance Criteria

3.1 A business plan based on the business model canvas is developed.

Range Business plan specifications may include but are not limited to product, market, technical factors, infrastructure and financial analysis, organisational structure, roles and responsibilities, recruitment process and daily activities

3.2 The business plan is presented and reviewed.

Range Business plans can also be used as an opportunity to review existing business operations.



