



**Australian Government**

# **Assessment Requirements for AMPMGT607 Establish new markets**

**Release: 2**

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## Modification History

Release	Comments
Release 2	This version released with AMP Australian Meat Processing Training Package Version 6.0.
Release 1	This version released with AMP Australian Meat Processing Training Package Version 1.0.

## Performance Evidence

An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.

There must be evidence that the individual has, on at least one occasion:

- communicated and negotiated clearly, ethically and effectively with a range of representatives (including internal personnel, government agents, financial agencies, distributors, export control agencies, brokers and customers) and other stakeholders
- researched potential markets, including competitors, products, customers, and market regulations, legislation and controls
- evaluated the feasibility of entering new markets
- identified the cultural requirements of the new market and clients
- identified strategies for financial risk management
- prepared, negotiated and implemented strategies and action plans for entering new markets
- determined and obtained resources required to support new market strategy
- established infrastructure requirements for new market
- used teamwork strategies to prepare work team to support new market strategy
- evaluated and reported market entry performance
- identified and applied relevant workplace health and safety, regulatory and workplace requirements
- maintained currency of knowledge through independent research or professional development
- prepared enterprise strategies and plans that include resource requirements, timelines, milestones and communication strategies
- presented reports according to legal and enterprise requirements
- researched, collated and analysed information relating to the individual business, domestic and international context (as applicable)

- used available information and communication technology and systems (including forecasting software, budgets, research material) to assist planning, monitoring and reporting.

## Knowledge Evidence

An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:

- purpose and features of distribution and marketing strategies
- role of new markets in achieving enterprise goals and plans
- enterprise budgetary and planning cycles and processes; methods of production analysis; sales records and costs; and enterprise methods for estimating and forecasting sales and production requirements.

## Assessment Conditions

Assessment of the skills in this unit of competency must take place under the following conditions:

- physical conditions:
  - skills must be demonstrated in a meat industry workplace or an environment that accurately represents workplace conditions
- resources, equipment and materials:
  - access to appropriate technology
- specifications:
  - access to workplace documents such as policies, procedures, processes, forms
  - access to specific legislation/codes of practice relevant to enterprise operations.

Methods of assessment must include:

- a third-party referee report of sustained performance at appropriate level of authority and responsibility
- assignment focusing on understanding and application of principles and theory to workplace operations
- workplace projects that focus on enterprise environment and conditions.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=5e2e56b7-698f-4822-84bb-25adbb8443a7>