



**Australian Government**

# **AMPMGT607 Establish new markets**

**Release: 2**

## AMPMGT607 Establish new markets

### 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.

### Application

This unit describes the skills and knowledge required to assess enterprise potential and capacity for entering new markets. It also describes the skills and knowledge required to identify new markets, research regulatory requirements and negotiate contracts.

Decisions to enter new markets should be based on extensive research and planning. Management's understanding of the risks and benefits of new markets and their implications for the business is essential.

This unit would benefit managers responsible for marketing and production, and Quality Assurance (QA) managers required to supply product for new markets. This unit is relevant for all industry sectors.

This unit must be delivered in the context of Australian meat industry standards and regulations.

No licensing, legislative or certification requirements are known to apply to this unit at the time of publication.

### Pre-requisite Unit

Nil

### Unit Sector

### Elements and Performance Criteria

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Research and	1.1 Identify and evaluate sources of assistance for locating and

<b>Elements</b>	<b>Performance Criteria</b>
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
determine viability of entering new markets	establishing new markets 1.2 Analyse characteristics of potential markets 1.3 Review enterprise products and service range in terms of potential market and customer requirements 1.4 Assess competitive position of enterprise product, and prepare sales projections 1.5 Determine licensing and other regulatory requirements 1.6 Evaluate costs, benefits and risks of entering new markets
2. Develop a market entry strategy	2.1 Develop resourcing strategies for new market entry 2.2 Identify risk management strategies 2.3 Develop marketing strategies in association with relevant internal and external personnel 2.4 Plan distribution strategies to ensure profile of product in the new market
3. Identify contract and service requirements	3.1 Establish enterprise terms of payment and administrative requirements 3.2 Identify documentary and commercial requirements of new markets 3.3 Identify legal, finance and insurance requirements 3.4 Identify contractual requirements relating to transport and distribution to ensure product quality and safety
4. Develop evaluation strategy for new market entry	4.1 Identify targets and determine performance indicator requirements 4.2 Prepare strategies for collecting and analysing performance data 4.3 Identify strategies for reporting outcomes, including future planning recommendation

## Foundation Skills

Foundation Skills essential to performance are explicit in the performance criteria of this unit of competency.

## Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
AMPMGT607 Establish new markets Release 2	AMPMGT607 Establish new markets Release 1	Assessment conditions updated	Equivalent

## Links

Companion Volume implementation guides are found in VETNet -

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