



Australian Government

Assessment Requirements for AHCBUS513 Market products and services

Release: 1

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Modification History

| Release | Comments |
|-----------|--------------------------------------------------------------------------------------------------------------------------|
| Release 1 | This version released with AHC Agriculture, Horticulture, Conservation and Land Management Training Package Version 4.0. |

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 marketed at least one product or service, including:

- collected, analysed and presented data about the product or service, in the internal and external business environment
- identified the marketable features of the product or service and potential markets
- assessed alternative marketing strategies and techniques to meet business plan objectives
- evaluated performance targets and recommend modifications or improvements
- implemented and evaluated the marketing strategy
- planned promotional activities
- monitored pricing and distribution policies to improve market performance.

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:

- markets specific to the product or service, such as wholesalers; retailers; exporters; local, national and/or international customers
- sales networks and distribution systems, customer trends and preferences, relevant to product or service
- financial management and budgeting practices
- price risk management
- performance evaluation measures for relevant product or service
- competitors' strengths and weaknesses
- customer relations policies
- enterprise goals, objectives and directions
- sales and marketing principles and practices
- principles of trend analysis

- legal issues that affect marketing activities (trade practices, Fair Trading Acts, Sales of Goods Acts)
- demographic studies and their application in the development of a marketing plan.

Assessment Conditions

Assessment of skills must take place under the following conditions:

- physical conditions:
 - skills must be demonstrated in a workplace setting or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - products or services to be marketed
 - access to relevant market information
- specifications:
 - legislation, regulations and guidelines for marketing and selling products and/or services.

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

Links

Companion Volumes, including Implementation Guides, are available at VETNet: - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>