



Australian Government

CPCCBBC4030 Analyse and communicate industry information

Release: 1

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Modification History

- Release 1 This version first released with CPC Construction, Plumbing and Services Training Package Release 5.0.
- Supersedes and equivalent to CPCBC4030A Analyse and communicate industry information. Updated to meet the Standards for Training Packages 2012.

Application

This unit of competency specifies the skills and knowledge required to research, analyse and communicate information about the building and construction industry environment and opportunities. It includes identifying competition and informing clients of investment opportunities.

It applies to sales consultants and other professionals within the building and construction industry responsible for the marketing and sale of new residential or commercial constructions.

This unit of competency is suitable for people operating with autonomy. A person working at this level would be expected to take responsibility for analysing and communicating industry information.

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

Pre-requisite Unit

Nil.

Unit Sector

Building and Construction

Elements and Performance Criteria

Elements describe the essential outcomes.

Performance criteria describe what needs to be done to demonstrate achievement of the element.

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| 1 Review building industry environment. | 1.1 Identify the internal and external operating factors of the building and construction operating environment. |
| | 1.2 Identify economic factors impacting on the housing |

- industry.
- 1.3 Collate information on geographic location of new subdivisions and characteristics and availability of land.
 - 1.4 Research the impact of social factors affecting the building and construction industry.
 - 1.5 Recognise and note personal perceptions of potential clients.
- 2 Identify competition to building and investment.
- 2.1 Investigate financial factors that support and oppose investment.
 - 2.2 Identify strengths and weaknesses of other competitive markets which compete for investments.
 - 2.3 Analyse industry products or services to benefit the customer.
 - 2.4 Determine the capacity to meet potential client requirements.
- 3 Communicate industry information.
- 3.1 Use organisational operating structures and industry productivity information effectively to attract customers.
 - 3.2 Interact and engage with the client to determine their needs.
 - 3.3 Explain the benefits of the industry's housing as a form of investment.
 - 3.4 Communicate the competitive nature of the industry marketplace as a strength benefiting the client.
 - 3.5 Explain alternative opportunities in speculative and project construction to the client.

Foundation Skills

As well as the foundation skills explicit in the performance criteria of this unit, candidates require:

- communication skills to:

- use appropriate protocols and conventions to communicate with a broad range people
- listening skills to:
 - process information and avoid misinterpretation of client requirements.

Unit Mapping Information

Supersedes and equivalent to CPCCBBC4030A Analyse and communicate industry information.

Links

Companion volumes to this training package are available at the VETNet website -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=7e15fa6a-68b8-4097-b099-030a5569b1ad>