



Australian Government

Department of Education, Employment and Workplace Relations

LMTFD5004B Develop marketing plans for fashion products

Revision Number: 1

LMTFD5004B Develop marketing plans for fashion products

Modification History

Not applicable.

Unit Descriptor

Unit descriptor This unit covers the skills and knowledge to plan marketing and promotional activities to support the sales of fashion products.

Application of the Unit

Application of the Unit

The unit applies to marketing activities typical to the promotion and sale of fashion products. Development of marketing plans may be central to the work role or completed as part of the overall sale of design concepts to clients. All proposed marketing activities must be appropriate to the price point of the fashion design and the overall objectives of the client. Marketing plans may specify details for events such as fashion design launches, fashion parades or shows and exhibitions or target strategies such as advertising and promotional campaigns.

Work may be conducted in small to large scale enterprises and may involve individual and team-related activities.

The application of this unit is according to OHS practices of the enterprise and workplace practices, which may include:

- requirements prescribed by legislation, awards agreements and conditions of employment
- standard operating procedures
- work instructions
- oral, written and visual communication
- quality practices, including responsibility for maintenance of own work quality and contribution to quality improvement of team or section output
- housekeeping
- tasks related to environmental protection, waste disposal, pollution control, and recycling

This unit requires skills in problem solving and initiative and enterprise in order to determine appropriate sales and marketing strategies for fashion products. Communication and teamwork are used to establish sales relationships and prepare support documentation. Planning and organising skills are used to prepare marketing plans and self management and learning skills are used to gather and assess information about the target market and marketing strategies.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisites

Employability Skills Information

Employability Skills This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

| ELEMENT | PERFORMANCE CRITERIA |
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| 1 Identify key elements of fashion design | <p>1.1 Features and benefits of fashion design are identified.</p> <p>1.2 Target market is researched and needs and expectations in relation to fashion design are identified.</p> <p>1.3 Price point of design is identified.</p> <p>1.4 Marketing budget for fashion product is identified.</p> <p>1.5 <i>Other relevant details</i> that may affect marketing activities are identified.</p> |
| 2 Establish marketing objectives | <p>2.1 Client position and range of fashion products in marketplace are identified.</p> <p>2.2 Marketing objectives and sales targets are established with client.</p> <p>2.3 Product pricing strategy and position in market are established.</p> <p>2.4 Packaging and distribution requirements of fashion design are established.</p> |
| 3 Research and determine marketing options | <p>3.1 Appropriate <i>media</i> are identified to reach target market.</p> <p>3.2 <i>Uses of media</i> are determined and appropriate strategies selected.</p> <p>3.3 <i>Marketing event options</i> are explored and assessed for effectiveness in marketing fashion design.</p> <p>3.4 <i>Promotional activities</i> are selected for relevance to fashion design.</p> <p>3.5 Timing of marketing activities is explored.</p> <p>3.6 Costings of marketing options are determined.</p> |
| 4 Develop and present marketing plan | <p>4.1 Marketing cycle of fashion product is identified.</p> <p>4.2 Marketing plan is developed which details marketing activities.</p> <p>4.3 Marketing plan is assessed for its effectiveness in meeting marketing objectives, timing and budget requirements.</p> <p>4.4 Marketing plan is presented and discussed with client.</p> <p>4.5 Client response is received and integrated into further marketing proposals.</p> |
| 5 Document marketing plan | <p>5.1 Marketing plan is documented according to <i>industry practices</i>.</p> <p>5.2 Reports on marketing opportunities and strategies are documented and presented to relevant persons in the workplace.</p> |

Required Skills and Knowledge

This describes the essential skills and knowledge and their level, required for this unit.

Demonstrates knowledge of:

- elements of marketing mix
- research tools and strategies
- marketing practices in the fashion industry
- concepts of marketing cycle and product life cycle
- marketing tools and media for the fashion industry
- international regulations, pricing structures, import/export factors, production times, quality assurance factors and production/marketing arrangements (where appropriate)
- relevant OHS legislation, regulatory requirements and codes of practice
- OHS practices, including hazard identification and control measures
- quality practices
- workplace practices
- recording and reporting practices

Demonstrates skills to:

- access, interpret and use data from a range of sources
- make recommendations
- select marketing procedures or processes
- prepare and present reports and information in appropriate formats
- read, interpret and follow information on work specifications, standard operating procedures and work instructions, and other reference material
- maintain accurate records
- communicate within the workplace
- sequence operations
- meet specifications
- clarify and check task-related information
- carry out work according to OHS practices

Evidence Guide

The Evidence Guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, the Range Statement and the Assessment Guidelines for the Training Package.

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| Critical aspects of evidence | Demonstrates skills and knowledge to: <ul style="list-style-type: none">• identify appropriate options for marketing specific fashion design• marketing objectives• identify features and benefits of fashion designs according to needs and expectations of the target market• coordinate options and activities to overall marketing plan• document marketing plan |
| Consistency in performance | Consistently applies skills and knowledge when: <ul style="list-style-type: none">• organising work• completing tasks• identifying improvements• using workplace practices• using OHS practices• recording and reporting accidents and incidents• assessing operational readiness of equipment used and work processes• recognising and adapting to cultural differences in the workplace, including modes of behaviour and interactions• completing work systematically with attention to detail without damage to goods and equipment |
| Resource implications | Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices. |
| Context for assessment | Assessment may occur on the job or in an appropriately simulated environment. |
| Interdependent assessment | This unit may be assessed independently or in combination with other relevant units. |

Range Statement

RANGE STATEMENT

The Range Statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the Performance Criteria, is detailed below. Add any essential operating conditions that may be present with training and assessment depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts.

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| Legislative/regulatory requirements | All work must comply with relevant Federal and State or Territory legislative or regulatory requirements. |
| Other relevant details may include: | <ul style="list-style-type: none"> • packaging or distribution requirements • production timelines or requirements • distribution outlets • designer reputation • style characteristics |
| Media may include: | <ul style="list-style-type: none"> • print, eg magazines, regional and metropolitan newspapers • audio, eg radio • visual, eg video, television, DVD • electronic, eg email, websites |
| Uses of media may include: | <ul style="list-style-type: none"> • editorials • advertising • photos • testimonials |
| Marketing event options may include: | <ul style="list-style-type: none"> • launches • fashion parades • exhibitions • demonstrations • press conferences |
| Promotional activities may include: | <ul style="list-style-type: none"> • gimmicks • point of sale and merchandising • special offers • product branding activities • packaging features such as labelling • display and presentation |
| Industry practices may include: | <ul style="list-style-type: none"> • formatting and structure • inclusion of pictures and style and design details • promotion of features and benefits • reporting verbally or in writing • oral, written or visual communication • inclusion of marketing objectives • inclusion of adequate detail |

OHS practices

OHS practices must include hazard identification and control, risk assessment and implementation of risk reduction measures specific to the tasks described by this unit and may include:

- manual handling techniques
- standard operating procedures
- personal protective equipment
- safe materials handling
- taking of rest breaks
- ergonomic arrangement of workplaces
- following marked walkways
- safe storage of equipment
- housekeeping
- reporting accidents and incidents
- other OHS practices relevant to the job and enterprise

Unit Sector(s)**Sector**

Fashion design