



Australian Government

MSTGN3020 Market textile products to local outlets

Release: 1

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Modification History

Release 1. Unit code, Title and Application changed. Title changed for broader application. Elements and Performance Criteria simplified. Foundation Skills field populated. Range of Conditions removed with relevant information moved to Knowledge Evidence. Assessment Requirements clarified with generic foundation skills statements moved to appropriate section and duplication with Performance Criteria removed. Supersedes and is equivalent to MSTFD3001 Market design product to local outlets.

Application

This unit describes the skills and knowledge required to identify local market opportunities for products, determine approaches for product pricing and promotion, and develop a process for the review of marketing outcomes.

The unit applies to the marketing of a single or small range of textile products such as apparel or non-wearable items to local outlets, such as markets, galleries, shops and art centres. It is relevant for individuals involved in the small scale design and making of products.

No licensing or certification requirements exist at the time of publication. Relevant legislation, industry standards and codes of practice within Australia must be applied.

Pre-requisite Unit

Nil

Competency Field

Generic

Elements and Performance Criteria

Elements	Performance Criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Identify market opportunities for products	1.1 Identify features and benefits of product to be marketed 1.2 Identify key customers and purchasing requirements 1.3 Identify potential product range and suitable sales outlets
2. Determine approach to product price and promotion	2.1 Source and review pricing information for similar products in identified outlets 2.2 Determine price to customer based on information reviewed and cost

Elements	Performance Criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
	of manufacturing the product 2.3 Identify and prepare information to support negotiations on price 2.4 Select a method of product presentation that maximises the appeal of the product 2.5 Identify and prepare promotional tools to support sales based on the nature of the product and the outlet 2.6 Prepare documentation that confirms supply arrangements and sale conditions
3. Develop review process	3.1 Identify process and criteria for determining marketing and sales outcomes 3.2 Determine format for recording outcomes that provides information to inform future activities 3.3 Explore opportunities for varying product design and promotional tools to enhance market for product

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

- Reading skills to interpret information about outlet operating and sales requirements
- Writing skills to develop persuasive text for product promotion
- Numeracy skills to review costing information and make calculations to set price of products.

Other foundation skills essential to performance are explicit in the performance criteria of this unit.

Unit Mapping Information

Release 1. Supersedes and is equivalent to MSTFD3001 Market design product to local outlets.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a203ec5c-de7d-406b-b3e1-8f1a9b76e92e>