



Australian Government

MSTGN5014 Research and plan for opportunities in the TCF market

Release: 1

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Modification History

Release 1. Unit Code and Application changed. Title changed to better reflect content. Prerequisite unit removed. 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 MSTGN5008 Identify opportunities in the TCF market.

Application

This unit describes the skills and knowledge required to conduct market research into textiles, clothing and footwear (TCF) markets and identify opportunities for improving the performance or outcomes of a TCF product. It includes the development and testing of product concepts and the development of a plan to progress identified opportunities.

This unit applies to individuals involved in product development.

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

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. Conduct market research	1.1 Select objectives for market research and develop research parameters accordingly 1.2 Plan and document market research activity and evaluation strategy based on objectives 1.3 Conduct and document ethical TCF market research and document outcomes
2. Analyse TCF market opportunities	2.1 Analyse research findings and identify potential opportunities 2.2 Conduct feasibility studies to assess opportunities through analysis and consultation with members of the TCF supply chain

Elements	Performance Criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
	2.3 Identify appropriate tests to assess viability of concepts 2.4 Discuss opportunities with team members to gain feedback 2.5 Develop concepts to explore TCF opportunities that are based on analysis
3. Conduct tests on TCF concepts	3.1 Conduct or organise tests on materials, fabrics, products or processes in accordance with test and safety requirements 3.2 Apply technical knowledge of TCF materials and production processes to test rigour of concepts 3.3 Organise development of sample products to test concepts with key personnel and target market
4. Prepare plan to progress opportunities	4.1 Develop and document a plan that clearly outlines actions, responsibilities and budget, to further develop TCF market opportunities 4.2 Present plan to key personnel to gain feedback and support 4.3 Consider and incorporate feedback, and finalise plan

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 navigate and interpret diverse and potentially complex market research information
- Writing skills to develop and structure a cohesive strategic plan
- Technology skills to complete research using digital media.

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

Unit Mapping Information

Supersedes and is equivalent to MSTGN5008 Identify opportunities in the TCF market.

Links

Companion Volume implementation guides are found in VETNet -

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