Australian Government

SFISAD402 Analyse domestic seafood market opportunities

Release: 1

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Modification History

Release	Comments
Release 1	This version released with SFI Seafood Industry Training Package Version 1.0.

Application

This unit of competency describes the skills and knowledge to analyse domestic markets for seafood products. It includes the ability to conduct a supply chain analysis, research existing and potential new market opportunities, interpret data, product specifications and standards, and record and present findings.

The unit applies to individuals who undertake domestic market analysis for seafood cooperatives, wholesale or retail outlets in establishing new domestic seafood buyers.

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

Pre-requisite Unit

Nil

Unit Sector

Seafood Industry Sales and Distribution (SAD)

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. Analyse existing domestic markets	1.1 Develop standardised criteria for evaluating domestic markets 1.2 Identify existing domestic markets for similar seafood products 1.3 Document a supply chain analysis of existing domestic markets in accordance with workplace procedures
2. Identify new potential domestic markets	2.1 List potential domestic markets for seafood products

Elements	Performance Criteria
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
	2.2 Source market information from a range of relevant data
	2.3 Determine potential product specifications for each market
	2.4 Undertake a supply chain analysis for identified potential markets as per requirements
	2.5 Document logistics, regulatory costs and requirements from source
	2.6 Communicate with buyers to confirm product interest and intent
3. Record, analyse and present relevant data	3.1 Present data gathered from market information and supply chain analysis in required format
	3.2 Analyse relevant data against standardised criteria using appropriate technology
	3.3 Present markets with the highest potential to key stakeholders

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.

Skill	Description
Numeracy	• Calculates and estimates market characteristics from numerical data and statistical information
Reading	• Accesses sources of market information
Writing	• Records and synthesises relevant data into appropriate formats
Interact with others	• Selects and uses appropriate vocabulary, conventions and protocols, including technical language, in interactions with buyers • Adapts communication style and content, including personal, social and cultural factors, to build rapport with buyers
Get the work done	• Plans, monitors and manages relatively complex, routine and non-routine tasks, making adjustments as necessary • Uses computer technologies to analyse market and research data

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
SFISAD402 Analyse domestic seafood market opportunities	Not applicable	New unit	No equivalent unit

Links

Companion Volumes, including Implementation Guides, are available at VETNet: - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273