



Australian Government

**Assessment Requirements for
SHBXPSM003 Promote a personal services
business**

Release: 1

Assessment Requirements for SHBXPSM003 Promote a personal services business

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- develop a comprehensive written marketing plan for a given personal services business to include at least:
 - business profile and objectives
 - overview of products and services range and product mix
 - analysis of four different client groups and their product and services preferences
 - chosen target group/s for marketing activities and rationale for choice
 - marketing objectives
 - analysis of current sales and budgeted projections for sales of three different products and three different services to be promoted
 - comprehensive description of promotional activities to be used and rationale for choice
 - comprehensive implementation plan for promotional activities including timelines, responsibilities and performance indicators
 - methods used to evaluate customer satisfaction with products and services offered
 - methods used to monitor effectiveness of marketing program
- evaluate product and service performance against targets, analyse performance gaps and propose corrective actions for given marketing situations which may or may not be those covered by the above plan.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- for personal services businesses and the organisation in particular:
 - business objectives
 - current products and services range and availability of new
 - different client demographics and their product and service preferences
- for a range of traditional, new and emerging marketing strategies and promotional activities:
 - uses, risks and benefits
 - efficacy in reaching and appealing to target markets

- new and emerging marketing methods, including social media technologies, and the opportunities they present
- format and content of sales budgets, sales and stock reports and use in:
 - projecting sales and profit
 - analysing product and service performance
- methods used to evaluate customer satisfaction with products and services offered
- methods used to monitor effectiveness of promotional activities
- format and content of marketing plans.

Assessment Conditions

Assessment must ensure use of:

- activities that allow the individual to research, develop, implement, monitor and evaluate marketing activities over an extended time period
- people with whom the individual can interact for all communication aspects of the unit; these can be:
 - people in a personal services industry workplace; or
 - people who participate in role plays or simulated activities within a training organisation
- computers, printers and general software programs used to produce marketing plans
- the following documents which can be actual documents used by a personal services business or generated by a registered training organisation for the purposes of project and assessment activities:
 - customer profiles, service history and product and service preferences
 - sales budgets
 - sales reports
 - stock reports
- template:
 - marketing plans
 - budgets
 - customer evaluations.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=255d312b-db07-48f2-b6d6-1b0b06c42898>