



Australian Government

SHBXPSM003 Promote a personal services business

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop and integrate a full range of marketing strategies and promotional activities to expand and diversify the client base, maintain and improve client re-booking, and increase average client spend for a personal services business. It requires the ability to monitor, evaluate and adjust marketing activities according to business performance.

This unit applies to all single or multiple outlet businesses providing beauty treatments, hairdressing or barbering services. It applies to senior managers and small business owners who operate with significant autonomy and are responsible for making strategic business management and operational decisions.

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

Pre-requisite Unit

Nil

Competency Field

Personal Services Management

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Develop marketing strategies.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Analyse business objectives, key services and products to determine the focus of marketing activities.
- 1.2. Evaluate customer demographics and target markets for the business as a basis for marketing strategies.
- 1.3. Determine marketing objectives and strategies in consultation with relevant people and according to the

- business plan.
2. Determine a marketing mix for the business.
 - 2.1. Balance volumes and pricing of service and product mix to optimise turnover and profit.
 - 2.2. Evaluate costs and benefits of providing different services and products to determine the marketing mix of the business.
 - 2.3. Determine the optimum marketing mix according to market and business needs.
 3. Implement marketing strategies.
 - 3.1. Brief persons involved in the marketing effort on roles and responsibilities to ensure successful implementation.
 - 3.2. Plan and implement promotional activities according to marketing objectives and budgetary requirements.
 4. Monitor and improve marketing performance.
 - 4.1. Regularly monitor marketing activities and evaluate business performance against targets.
 - 4.2. Analyse performance gaps and take corrective action or set new targets.
 - 4.3. Encourage relevant people to propose ways to improve marketing performance.
 - 4.4. Seek customer reaction to all aspects of the marketing mix, and analyse to improve targeting and outcomes.
 - 4.5. Conduct ongoing research of customer requirements to identify opportunities for change and improvement.
 - 4.6. Monitor changes in markets and investigate new business development opportunities.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

Skill	Description
Reading skills to:	<ul style="list-style-type: none"> • research, interpret and analyse complex and potentially unfamiliar business and marketing information.
Writing skills to:	<ul style="list-style-type: none"> • develop and document complex marketing plans and reports on results.
Oral communication skills to:	<ul style="list-style-type: none"> • consult with a range of people about complex and conceptual issues • provide unambiguous information to staff about roles, and responsibilities for marketing activities.
Numeracy skills to:	<ul style="list-style-type: none"> • interpret and analyse complex sales, stock and budgetary data

- develop complex budgetary projections for various product and service mix scenarios.
- Initiative and enterprise skills to:
- proactively seek opportunities to research new markets and implement change to the product and service range.
- Self-management skills to:
- take responsibility for marketing initiatives from initial research through to implementation and monitoring of promotional activities.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

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