



**Australian Government**

**Assessment Requirements for  
SHBXPSM004 Develop a product and  
service range**

**Release: 1**

# Assessment Requirements for SHBXPSM004 Develop a product and service range

## 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:

- research four different client groups and their product and services preferences
- review the performance of four different products
- research and identify new products and suppliers for four product types suitable for above client preferences
- introduce three new products:
  - negotiate cost of supply and terms of trade
  - develop and document pricing policies and lists for each new product introduced
  - demonstrate and promote products to staff and advise of supplier claims, benefits for clients and potential safety risks
  - over three supply periods, monitor the quality of supply and rectify deficiencies; monitor and record sales performance
- research two new services:
  - evaluate against above client service preferences
  - assess organisation's ability to introduce
  - calculate projected sales and profit.

## Knowledge Evidence

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

- sources of information on personal services client groups and their product and service preferences
- full details of the organisation's product and service range
- overview of competitors' current products, services and price structure
- sources and content of product and supplier information
- types of supplier product claims, methods used to substantiate and how to evaluate
- sources of information on new personal service techniques and equipment and business impacts of introducing these
- layout and space requirements for product display and delivery of different personal services relevant to the business type
- for personal services businesses and the organisation in particular:

- business objectives
- profit margins
- sales targets for turnover and profit
- methods used to consolidate stock and delete products while maintaining profitability
- format and content of sales budgets, sales and stock reports and use in analysing product and service performance
- format, content and use of product pricing policies and lists
- principles of negotiation, stages in the negotiating process and different techniques that can be used
- key components of contracts and agreements with suppliers:
  - nature of agreements and contracts
  - preferred supplier agreements
  - terms and obligations of parties
  - terms of trade
  - exclusion clauses
  - dispute resolution clauses
  - termination of contracts
- methods to monitor quality of supply and identify and rectify systematic deficiencies.

## Assessment Conditions

Assessment must ensure use of:

- activities that allow the individual to research, plan for and update a range of products and services and to monitor and evaluate product and service success 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 pricing policies and lists
- 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:
  - supplier contracts and agreements
  - supplier terms of trade

- product pricing policies and lists
- supplier product information including product claims and cost of supply.

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>