



Australian Government

SIRXSL005 Plan to trade internationally

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to sell products within an international marketplace. It requires the ability to review international markets, understand trading requirements and plan trade within suitable marketplaces.

This unit applies to senior personnel working in a diverse range of sectors and business contexts. They operate independently and are responsible for making a range of operational business decisions.

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

Pre-requisite Unit

Nil

Competency Field

Sales

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Research international markets.

PERFORMANCE CRITERIA

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

1.1. Identify international marketplaces for potential expansion based on customer sales and target market information.

1.2. Identify regulatory and compliance requirements of international marketplaces.

1.3. Assess logistical requirements associated with trade in international marketplaces.

1.4. Research and evaluate key features of marketplaces to determine suitability and viability for business expansion.

2. Plan international expansion.
- 1.5. Confirm international markets for expansion based on research findings.
 - 2.1. Plan compliance with local laws, taxes and customs related to chosen marketplace.
 - 2.2. Identify logistics and fulfilment requirements and determine feasible solutions.
 - 2.3. Plan localised digital marketing strategies for promotional and marketing activity within chosen marketplace.
 - 2.4. Implement ecommerce platform modifications required to facilitate international trade including currency conversion and language translations.
 - 2.5. Select suitable payment solutions that facilitate international trade.
 - 2.6. Identify changes required to product packaging and pricing based on marketplace requirements.
 - 2.7. Identify potential risks and issues related to international trade and document contingency plans to prevent or minimise impact.
 - 2.8. Complete security risk analysis to determine security requirements for protection of organisational and customer information and data.
 - 2.9. Determine performance indicators for monitoring and reviewing performance in chosen market.

Foundation Skills

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.

SKILLS

DESCRIPTION

- | | |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reading skills to: | <ul style="list-style-type: none"> • interpret complex foreign trade terms, agreements and requirements. |
| Numeracy skills to: | <ul style="list-style-type: none"> • analyse numerical information and calculate costs associated with international trade • undertake currency conversions. |
| Technology skills to: | <ul style="list-style-type: none"> • use digital technologies and systems to access and document information. |

Unit Mapping Information

No equivalent unit.

Links

Companion Volume Implementation Guides -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>