



Australian Government

AHCAGB601 Develop export markets for produce

Release: 1

AHCAGB601 Develop export markets for produce

Modification History

Release	TP Version	Comment
1	AHCv1.0	Initial release

Application

This unit of competency describes the skills and knowledge required to evaluate and develop a product for export.

All work must be carried out to comply with workplace procedures, work health and safety legislation and codes, and sustainability practices.

This unit applies to individuals who take personal responsibility and exercise autonomy in undertaking complex work. They must analyse information and exercise judgement to complete a range of advanced skilled activities. They work in contexts that are subject to change and adapt a range of fundamental principles accordingly.

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

Pre-requisite Unit

Nil.

Unit Sector

Agribusiness (AGB)

Elements and Performance Criteria

Element	Performance criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Evaluate export potential	1.1 Identify competitive advantages and disadvantages for the proposed product in respect to the products entry to overseas markets 1.2 Analyse features of potential markets in respect to cultural factors, quality requirements, government regulations and other economic, political and social factors

Element	Performance criteria
	1.3 Analyse business resources for their appropriateness and capacity to contribute to the marketing effort 1.4 Identify available capital and time for the development of the export plan
2. Develop export strategy	2.1 Conduct customer analysis and the market niche defined 2.2 Develop operational plan to address the market mix 2.3 Prepare budgets to address the investment required in the operational plan 2.4 Plan overseas visit to confirm the target market and initiate negotiations
3. Implement export strategy	3.1 Identify and address steps in an export transaction 3.2 Identify and prepare documentation requirements for export

Foundation Skills

Foundation Skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Unit Mapping Information

This unit is equivalent to AHCAGB601A Develop export markets.

Links

Companion Volume implementation guides are found in VETNet -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>

Assessment Requirements for AHCAGB601 Develop export markets for produce

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Performance Evidence

The candidate must be assessed on their ability to integrate and apply the performance requirements of this unit in a workplace setting. Performance must be demonstrated consistently over time and in a suitable range of contexts.

The candidate must provide evidence that they can:

- research and analyse product knowledge
- analyse a market and establish market potential
- develop and implement the export market strategy.

Knowledge Evidence

The candidate must demonstrate knowledge of:

- sources of information in respect to export requirements
- requirements set out in standards, codes of practice, quality assurance (QA) processes and procedures
- marketing plan formats
- cash flow budgeting techniques
- sensitivity analysis and investment evaluation.

Assessment Conditions

Competency is to be assessed in the workplace or simulated environment that accurately reflects performance in a real workplace setting.

Assessors must satisfy current standards for RTOs.

Links

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