



Australian Government

AHCBUS513 Market products and services

Release: 1

AHCBUS513 Market products and services

Modification History

Release	Comments
Release 1	This version released with AHC Agriculture, Horticulture, Conservation and Land Management Training Package Version 4.0.

Application

This unit of competency describes the skills and knowledge required to market products and services, including analysing data, investigating alternative marketing strategies for a product or service, developing marketing plans and implementing a marketing strategy for an organisation.

This unit applies to those who market products and services, and who take personal responsibility and exercise autonomy in undertaking complex work. They analyse information and exercise judgement to complete a range of advanced skilled activities.

All work must be carried out to comply with organisational requirements, work health and safety legislation and codes, sustainability practices and in consultation with the management team.

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

Pre-requisite Unit

Nil

Unit Sector

Business (BUS)

Elements and Performance Criteria

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Analyse market information	1.1 Identify, research and analyse existing or new markets for existing or new products or services, using techniques to ensure reliable data 1.2 Analyse past trends and developments to determine market

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<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	variability and associated risks 1.3 Identify and evaluate competing products and determine strengths and weaknesses of own products 1.4 Monitor market environment to ensure information is current and reliable 1.5 Identify the legal, ethical and environmental constraints of the markets and their effect on the enterprise 1.6 Identify product specifications that suit market requirements and price advantage at the time 1.7 Present clear and concise information to the enterprise management team
2. Identify and evaluate factors to include in a marketing plan	2.1 Identify and evaluate production processes to ensure required product specifications are met 2.2 Identify and assess alternative selling strategies and techniques to identify marketing targets and methods 2.3 Identify and assess distribution channels and their role in marketing strategies 2.4 Incorporate suitable advice of marketing professionals in marketing plan
3. Develop a marketing plan for products and services	3.1 Establish marketing objectives based on current and potential product specifications 3.2 Establish appropriate production processes to ensure product specifications are met 3.3 Select selling strategies to ensure required prices are achieved 3.4 Determine appropriate distribution channel options to ensure access to target markets is achieved efficiently and appropriately 3.5 Establish time-frames for production, distribution and selling activities 3.6 Develop a gross margin budget to demonstrate the cost effectiveness of the marketing plan 3.7 Develop partial gross margin budgets to accommodate market variability 3.8 Compile and document the marketing plan
4. Determine	4.1 Prepare and record detailed plans for promotional activities

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
promotional strategies	4.2 Outline objectives, level of exposure and available markets 4.3 Ensure strategies take account of time management and scheduling issues, and resource constraints 4.4 Create promotional materials that enhance the product and commercial presentation 4.5 Record and communicate priorities, responsibilities, timelines and budgets for promotional activities
5. Implement marketing activities	5.1 Schedule planned marketing activities within appropriate timeframes 5.2 Develop measurable performance targets that meet business plan objectives 5.3 Organise distribution channels and ensure product and service information is accurate and readily available to clients 5.4 Implement marketing activities within budgetary constraints to meet legal, ethical and enterprise requirements
6. Evaluate marketing performance	6.1 Review the established marketing objectives to ensure they remain viable 6.2 Make an objective assessment of the marketing plan and its implementation by comparing current activity against the established objectives 6.3 Assess product, pricing and distribution policies in relation to market changes, marketing objectives and enterprise requirements 6.4 Identify areas of positive marketing performance and take corrective action to remedy poor marketing performance 6.5 Document and distribute information for continual analysis and effective planning management

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.

Skill	Description
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Skill	Description
Numeracy	Analyse past financial trends and forecast future trends
Get the work done	Problem solve issues as they arise

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
AHCBUS513 Market products and services	AHCBUS502 Market products and services	Performance criteria clarified Foundation skills added Assessment requirements updated	Equivalent unit

Links

Companion Volumes, including Implementation Guides, are available at VETNet: -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>

Assessment Requirements for AHCBUS513 Market products and services

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Performance Evidence

An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit. There must be evidence that the individual has marketed at least one product or service, including:

- collected, analysed and presented data about the product or service, in the internal and external business environment
- identified the marketable features of the product or service and potential markets
- assessed alternative marketing strategies and techniques to meet business plan objectives
- evaluated performance targets and recommend modifications or improvements
- implemented and evaluated the marketing strategy
- planned promotional activities
- monitored pricing and distribution policies to improve market performance.

Knowledge Evidence

An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:

- markets specific to the product or service, such as wholesalers; retailers; exporters; local, national and/or international customers
- sales networks and distribution systems, customer trends and preferences, relevant to product or service
- financial management and budgeting practices
- price risk management
- performance evaluation measures for relevant product or service
- competitors' strengths and weaknesses
- customer relations policies
- enterprise goals, objectives and directions
- sales and marketing principles and practices
- principles of trend analysis

- legal issues that affect marketing activities (trade practices, Fair Trading Acts, Sales of Goods Acts)
- demographic studies and their application in the development of a marketing plan.

Assessment Conditions

Assessment of skills must take place under the following conditions:

- physical conditions:
 - skills must be demonstrated in a workplace setting or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - products or services to be marketed
 - access to relevant market information
- specifications:
 - legislation, regulations and guidelines for marketing and selling products and/or services.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

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