



Australian Government

Department of Education, Employment and Workplace Relations

AHCBUS502A Market products and services

Release: 1

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Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit covers the marketing of products and services and defines the standard required to collect, analyse and present data in the internal and external business environment; assess alternative marketing strategies and techniques to meet business plan objectives; plan and implement a marketing strategy; and monitor product, pricing and distribution policies to improve market performance.
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Application of the Unit

Application of the unit	This unit applies to those who market products and services in an agricultural, horticultural or land management enterprise.
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Not Applicable

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
1. Analyse market information	1.1. Markets for existing or new products or services are identified, researched and analysed for possible entry or development. 1.2. Past trends and developments are analysed to determine market variability and associated risks. 1.3. Market environment is continually monitored in a consistent manner to ensure information is current and reliable. 1.4. The legal, ethical and environmental constraints of the market(s) and their effect on the enterprise are identified. 1.5. Product mix that suits market requirements/price advantage at the time is adopted.
2. Develop a marketing plan	2.1. Alternative marketing strategies and techniques are assessed and interpreted to identify marketing targets and methods. 2.2. Marketing strategies are based on reliable data, market environment and substantiated trends. 2.3. Marketing options incorporate suitable advice from marketing professionals. 2.4. A measurable cost-effective marketing plan is developed incorporating a reasoned analysis of market research and business plan objectives.
3. Implement marketing activities	3.1. Planned marketing activities are scheduled within appropriate timeframes. 3.2. Measurable performance targets are developed and meet business plan objectives. 3.3. Distribution channels are organised, and product and service information is accurate and readily available to clients. 3.4. Marketing activities are implemented within budgetary constraints to meet legal, ethical and enterprise requirements.
4. Evaluate marketing performance	4.1. Product, pricing and distribution policies are monitored in relation to market changes, marketing objectives and enterprise requirements. 4.2. Areas of positive performance are identified and corrective action is taken to remedy poor performance areas. 4.3. An objective assessment of the marketing plan and implementation is made by a comparison of valid and reliable data against performance targets.

ELEMENT	PERFORMANCE CRITERIA
	4.4. Relevant information is documented for continual analysis and effective planning management.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- analyse with regard to market research and assessments
- manage information
- assess financial strategies and prepare budgets
- use literacy skills to fulfil job roles as required by the organisation. The level of skill may range from reading and understanding documentation to completion of written reports
- use oral communication skills/language competence to fulfil the job role as specified by the organisation including questioning, active listening, asking for clarification, negotiating solutions and responding to a range of views
- use numeracy skills to estimate, calculate and record complex workplace measures
- use interpersonal skills to work with others and relate to people from a range of cultural, social and religious backgrounds and with a range of physical and mental abilities.

Required knowledge

- price risk management
- performance evaluation measures
- competitors strengths and weaknesses
- business planning process
- customer relations policies
- market conditions and forces
- enterprise goals, objectives and directions
- markets and market analysis
- communication and promotion skills
- marketing principles and practice
- principles of trend analysis.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The evidence required to demonstrate competency in this unit must be relevant to workplace operations and satisfy holistically all of the requirements of the performance criteria and required skills and knowledge and include achievement of the following:

- collect, analyse and present data in the internal and external business environment
- assess alternative marketing strategies and techniques to meet business plan objectives
- plan and implement a marketing strategy
- monitor product, pricing and distribution policies to improve market performance.

Context of and specific resources for assessment

Competency requires the application of work practices under work conditions. Selection and use of resources for some worksites may differ due to the regional or enterprise circumstances.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole.

Markets may include:

- wholesalers
- retailers
- exporters
- local, national and/or international customers
- private and public sector organisations and enterprises.

Marketing strategies may include:

- various information with regard to:
 - pricing
 - promotion

RANGE STATEMENT

	• product quality • service standards • distribution channels.
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Unit Sector(s)

Unit sector	Business
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Co-requisite units

Co-requisite units		

Competency field

Competency field	
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