



Australian Government

Department of Education, Employment and Workplace Relations

AHCBUS505A Develop a marketing plan

Release: 1

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Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit covers developing a marketing plan and defines the standard required to: identify the marketable features of the product and potential markets; develop a range of marketing alternatives; collect and analyse data to assess alternatives in a marketing plan; evaluate performance targets and recommend modifications or improvements; implement and evaluate a marketing plan; and plan to manage promotional activities.
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Application of the Unit

Application of the unit	This unit applies to those who develop marketing plans for any agricultural and horticultural products or related services.
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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. Evaluate commercial information	1.1.Relevant information is researched and analysed to identify market trends. 1.2.Competing products are identified and evaluated to determine strengths and weaknesses of own products. 1.3.Collated information is presented in a manner which provides clear and concise information. 1.4.Market and situation analysis is conducted using established techniques in accordance with available budget and the need for external assistance.
2. Identify marketing requirements	2.1.Promotional materials are created that enhance the product and commercial presentation. 2.2.Priorities, responsibilities, timelines and budgets are recorded and communicated to appropriate colleagues.
3. Determine promotional strategies	3.1.Detailed plans for promotional activities are prepared and recorded according to enterprise guidelines. 3.2.Outlined in the promotional plan are objectives, level of exposure to be achieved and available markets. 3.3.Strategies take account of feedback from operational staff, time management and scheduling issues, and resource constraints. 3.4.Marketing objectives are established based on new and retained business consistent with product and operational business plans.
4. Organise implementation	4.1.Criteria are established to measure impact and success of promotional activities. 4.2.Adjustments to the promotional strategy product distribution are made promptly to ensure consistency of promotion. 4.3.Required distribution channels are defined and established. 4.4.Product documentation is distributed on time in the specified quantities.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- analyse, research information and develop a marketing plan
- implement and evaluate a marketing plan
- research and determine the best marketing options in order to achieve the organisations objectives
- problem solve to overcome impediments
- manage time
- evaluate performance targets and recommend modifications or improvements
- collect and analyse data to assess marketing alternatives
- make presentations to groups
- plan to manage promotional activities
- manage 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

- financial management and budgeting
- rural organisations policies and procedures for marketing and promotions
- sales and marketing principles and practices
- sound knowledge of promotional activities including, trade shows, in-house promotions, advertising, public relations, familiarisations, signage and display
- relevant State/Territory legislative requirements with regard to Occupational Health and Safety (OHS) and risk management procedures for management of promotional activities
- legal issues that affect marketing activities (trade practices, Fair Trading Acts, Sales of Goods Acts)
- industry and marketing knowledge including sales networks and distribution systems, and customer trends and preferences
- demographic studies and their application in the development of a marketing plan.

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: • identify the marketable features of the product and potential markets • develop a range of marketing alternatives • collect and analyse data to assess alternatives in a marketing plan • evaluate performance targets and recommend modifications or improvements • implement and evaluate a marketing plan • plan to manage promotional activities.
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.	
Purpose for marketing plan may include:	• achieving or not achieving sales targets • increased access to new markets • customer/client feedback • level of public/purchaser awareness • increased recognition rates of products • market penetration.
Information may include:	• sales data

RANGE STATEMENT

	• expected revenues • expenditure • attributable costs • market share figures • trends in consumer purchases • demographic data • borrowing costs • transport costs • delivery times.
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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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