



Australian Government

AMPMGT607 Establish new markets

Release: 2

AMPMGT607 Establish new markets

Modification History

Release	Comments
Release 2	This version released with AMP Australian Meat Processing Training Package Version 6.0.
Release 1	This version released with AMP Australian Meat Processing Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to assess enterprise potential and capacity for entering new markets. It also describes the skills and knowledge required to identify new markets, research regulatory requirements and negotiate contracts.

Decisions to enter new markets should be based on extensive research and planning. Management's understanding of the risks and benefits of new markets and their implications for the business is essential.

This unit would benefit managers responsible for marketing and production, and Quality Assurance (QA) managers required to supply product for new markets. This unit is relevant for all industry sectors.

This unit must be delivered in the context of Australian meat industry standards and regulations.

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

Pre-requisite Unit

Nil

Unit Sector

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. Research and	1.1 Identify and evaluate sources of assistance for locating and

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
determine viability of entering new markets	establishing new markets 1.2 Analyse characteristics of potential markets 1.3 Review enterprise products and service range in terms of potential market and customer requirements 1.4 Assess competitive position of enterprise product, and prepare sales projections 1.5 Determine licensing and other regulatory requirements 1.6 Evaluate costs, benefits and risks of entering new markets
2. Develop a market entry strategy	2.1 Develop resourcing strategies for new market entry 2.2 Identify risk management strategies 2.3 Develop marketing strategies in association with relevant internal and external personnel 2.4 Plan distribution strategies to ensure profile of product in the new market
3. Identify contract and service requirements	3.1 Establish enterprise terms of payment and administrative requirements 3.2 Identify documentary and commercial requirements of new markets 3.3 Identify legal, finance and insurance requirements 3.4 Identify contractual requirements relating to transport and distribution to ensure product quality and safety
4. Develop evaluation strategy for new market entry	4.1 Identify targets and determine performance indicator requirements 4.2 Prepare strategies for collecting and analysing performance data 4.3 Identify strategies for reporting outcomes, including future planning recommendation

Foundation Skills

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

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
AMPMGT607 Establish new markets Release 2	AMPMGT607 Establish new markets Release 1	Assessment conditions updated	Equivalent

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=5e2e56b7-698f-4822-84bb-25adbb8443a7>

Assessment Requirements for AMPMGT607 Establish new markets

Modification History

Release	Comments
Release 2	This version released with AMP Australian Meat Processing Training Package Version 6.0.
Release 1	This version released with AMP Australian Meat Processing Training Package Version 1.0.

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, on at least one occasion:

- communicated and negotiated clearly, ethically and effectively with a range of representatives (including internal personnel, government agents, financial agencies, distributors, export control agencies, brokers and customers) and other stakeholders
- researched potential markets, including competitors, products, customers, and market regulations, legislation and controls
- evaluated the feasibility of entering new markets
- identified the cultural requirements of the new market and clients
- identified strategies for financial risk management
- prepared, negotiated and implemented strategies and action plans for entering new markets
- determined and obtained resources required to support new market strategy
- established infrastructure requirements for new market
- used teamwork strategies to prepare work team to support new market strategy
- evaluated and reported market entry performance
- identified and applied relevant workplace health and safety, regulatory and workplace requirements
- maintained currency of knowledge through independent research or professional development
- prepared enterprise strategies and plans that include resource requirements, timelines, milestones and communication strategies
- presented reports according to legal and enterprise requirements
- researched, collated and analysed information relating to the individual business, domestic and international context (as applicable)

- used available information and communication technology and systems (including forecasting software, budgets, research material) to assist planning, monitoring and reporting.

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:

- purpose and features of distribution and marketing strategies
- role of new markets in achieving enterprise goals and plans
- enterprise budgetary and planning cycles and processes; methods of production analysis; sales records and costs; and enterprise methods for estimating and forecasting sales and production requirements.

Assessment Conditions

Assessment of the skills in this unit of competency must take place under the following conditions:

- physical conditions:
 - skills must be demonstrated in a meat industry workplace or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - access to appropriate technology
- specifications:
 - access to workplace documents such as policies, procedures, processes, forms
 - access to specific legislation/codes of practice relevant to enterprise operations.

Methods of assessment must include:

- a third-party referee report of sustained performance at appropriate level of authority and responsibility
- assignment focusing on understanding and application of principles and theory to workplace operations
- workplace projects that focus on enterprise environment and conditions.

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

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=5e2e56b7-698f-4822-84bb-25adbb8443a7>