



Australian Government

AURAMA006 Contribute to planning and implementing business improvement in an automotive workplace

Release: 1

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Modification History

Release	Comment
Release 1	New unit of competency.

Application

This unit describes the performance outcomes required to contribute to the business improvement of an automotive workplace. It involves contributing to the budget process, managing expenses in order to maintain levels of profitability in the specific area of responsibility, and reviewing and contributing to the planning of business promotions and improvements.

It applies to those working in the automotive sales and service industry.

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

Competency Field

Common

Unit Sector

Management, Leadership and Supervision

Elements and Performance Criteria

Elements	Performance Criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold and italicised text is used, further information is detailed in the range of conditions section.
1. Review business plan and business performance	1.1 Goals and key performance indicators (KPIs) specified in workplace business plan are analysed and relevance to operational area is assessed 1.2 Gaps and risks to achieving business goals and KPIs are

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	identified 1.3 Risk management strategies to meet business goals and KPIs are identified and developed 1.4 Contingency plan to address possible areas of non-conformance with the plan is developed
2. Assist in developing, implementing and monitoring marketing and promotional strategies	2.1 Key business products or services are analysed to determine a suitable focus for marketing and promotional activities, according to the objectives of the business plan 2.2 Costs and benefits of using different distribution channels and providing different levels of customer service are analysed to determine the appropriate marketing mix 2.3 Agreed marketing and promotional strategies are agreed and implemented 2.4 Marketing activities are monitored and business performance is evaluated according to the objectives and targets of the business plan
3. Seek continuous improvement opportunities	3.1 Business development strategies are regularly reviewed with supervisor 3.2 Operational plans are reviewed to determine possible improvements to business 3.3 New ideas or activities are presented as a business case and discussed with line manager 3.4 Approval is sought from line manager before implementing new ideas and activities

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance and are not explicit in the performance criteria.

Skills	Description
Learning skills to:	- locate appropriate sources of information efficiently - evaluate appropriateness of information for its purpose.
Reading skills to:	- interpret literature containing different forms, including text, diagrams, charts and graphs, and pictures - evaluate text in business plan and associated literature to determine its ability to impart intended meaning to others.

Skills	Description
Writing skills to:	- integrate information and ideas from a range of technical information, using appropriate support material and embedded information in a range of sources - logically convey and present textual and numerical information in a structured format appropriate to the audience.
Oral communication skills to:	- participate effectively in verbal exchanges using questioning and active listening to convey and clarify information about business KPIs and financial targets - summarise and clearly present key points of information in discussions with others about business improvements.
Numeracy skills to:	- use mathematical operations to calculate percentages and ratios and interpret trends in financial data - interpret numerical information embedded in cost-benefit analyses.
Digital literacy skills to:	use digital systems and tools to access, filter, extract and organise numerical information.
Planning and organising skills to:	sort and sequence relevant financial data and information to support a position and to present to others.
Problem solving skills to:	identify and rectify issues within own control to meet KPIs.
Teamwork skills to:	liaise collaboratively with management and staff to contribute to discussions and planning processes.
Technology skills to:	select and use business technology to prepare and communicate business information.

Range of Conditions

This section specifies work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included. Bold italicised wording, if used in the performance criteria, is detailed below.

There is no Range of Conditions for this unit.

Unit Mapping Information

Equivalent to AURAMA5006 Contribute to business improvement

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=b4278d82-d487-4070-a8c4-78045ec695b1>

Assessment Requirements for AURAMA006 Contribute to planning and implementing business improvement in an automotive workplace

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Performance Evidence

Before competency can be determined, individuals must demonstrate they can perform the following according to the standards defined in this unit's elements, performance criteria and foundation skills:

- review the performance of an automotive workplace against its business plan over twelve months
- analyse the effectiveness of the business marketing strategies against sales over twelve months
- develop a strategy to improve business performance based on the above review and analysis.

Knowledge Evidence

Individuals must be able to demonstrate knowledge of:

- key features of a business plan, including:
 - purpose of business plan
 - types of business planning, including:
 - feasibility studies
 - strategic, operational, financial and marketing planning
 - setting short, medium and long-term goals and objectives
 - role of key performance indicators (KPIs) and targets
- key components of financial statements, including:
 - cash flow
 - trends
 - areas of risk
- principles and factors to consider in setting budgets, including:

- setting targets and stretch targets
- business profit margins
- expenditure, including fixed and variable costs
- calculating service and hourly rates
- contingency and unplanned events
- stock holding costs
- rework components and costs
- subcontracting costs
- business development principles, and strategies for improving business performance, including:
 - stages in business development
 - basic marketing concepts and principles
 - promotional activities
 - ways to reduce costs and address budget deficits
- report formats for preparing a business case, including financial analysis.

Assessment Conditions

Assessors must satisfy NVR/AQTF assessor requirements.

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

Assessment must include direct observation of tasks.

Where assessment of competency includes third-party evidence, individuals must provide evidence that links them to having contributed to business planning processes and improvement activities in an automotive workplace, e.g. business plans.

Assessors must verify performance evidence through questioning on skills and knowledge to ensure correct interpretation and application.

The following resources must be made available:

- automotive workplace or simulated workplace
- financial information for an automotive workplace budget over a period of 12 months
- workplace business plan
- computer, office equipment and technology to prepare financial and written reports.

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