



Australian Government

Department of Education, Employment and Workplace Relations

LMTFD3001B Market design product to local outlets

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor This unit covers the skills and knowledge to market fashion design products to local sales outlets or direct to the customer.

Application of the Unit

Application of the Unit

The unit applies to the presentation and sale of a single or small range of fashion design products to local outlets such as markets, galleries, shops and art centres or direct to the customer.

Work may be conducted in small to large scale enterprises and may involve individual and team-related activities.

The application of this unit is according to OHS practices of the enterprise and workplace practices, which may include:

- requirements prescribed by legislation, awards agreements and conditions of employment
- standard operating procedures
- work instructions
- oral, written and visual communication
- quality practices, including responsibility for maintenance of own work quality and contribution to quality improvement of team or section output
- housekeeping
- tasks related to environmental protection, waste disposal, pollution control, and recycling

This unit requires skills in problem solving and initiative and enterprise in order to determine appropriate sales and marketing strategies for design products. Communication and teamwork are used to establish sales relationships and prepare support documentation. Planning and organising skills are used to prepare for sales and self management and learning skills are used to gather and assess information about potential customers.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisites

Employability Skills Information

Employability Skills This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Identify key elements of design	1.1 Features and benefits of design product are identified. 1.2 Key customers for design product and their <i>purchasing behaviour</i> are identified. 1.3 Price of design product is determined in consultation with <i>appropriate people</i>.
2 Identify sales outlets	2.1 Potential <i>sales outlets</i> for design product are identified. 2.2 Customers and product range of outlets are identified. 2.3 Suitability of sales outlets is assessed. 2.4 Sales outlets are selected.
3 Prepare design product for presentation	3.1 Presentation of design product is selected to maximise appearance. 3.2 <i>Promotional tools</i> are used to support design sales. 3.3 Costings of promotional options are determined.
4 Confirm sale conditions	4.1 Product price is negotiated with outlet or customer. 4.2 Opportunities for variations in design are explored. 4.3 Supply arrangements are confirmed. 4.4 Sale conditions are documented as required.

Required Skills and Knowledge

This describes the essential skills and knowledge and their level, required for this unit.

Demonstrates knowledge of:

- concepts of features and benefits
- location of local sales outlets
- sales practices in local community
- OHS practices, including hazard identification and control measures
- quality practices
- workplace practices
- recording and reporting practices

Demonstrates skills to:

- select sales processes
- read, interpret and follow information on work specifications, standard operating procedures and work instructions, and other reference material
- maintain accurate records
- communicate within the workplace
- sequence operations
- meet specifications
- clarify and check task-related information
- carry out work according to OHS practices

Evidence Guide

The Evidence Guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, the Range Statement and the Assessment Guidelines for the Training Package.

Critical aspects of evidence	Demonstrates skills and knowledge to: • identify appropriate options for sale of product • promote design features • negotiate with customers
Consistency in performance	Consistently applies skills and knowledge when: • organising work • completing tasks • identifying improvements • using workplace practices • using OHS practices • recording and reporting accidents and incidents • assessing operational readiness of equipment used and work processes • recognising and adapting to cultural differences in the workplace, including modes of behaviour and interactions • completing work systematically with attention to detail without damage to goods and equipment
Resource implications	Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices.
Context for assessment	Assessment may occur on the job or in an appropriately simulated environment.
Interdependent assessment	This unit may be assessed independently or in combination with other relevant units.

Range Statement

RANGE STATEMENT

The Range Statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the Performance Criteria, is detailed below. Add any essential operating conditions that may be present with training and assessment depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts.

Legislative/regulatory requirements	All work must comply with relevant Federal and State or Territory legislative or regulatory requirements.
Appropriate people may include:	• trainer • customers • sales outlet • colleagues • mentor
Purchasing behaviour may include:	• where they shop • when they shop • acceptable price range • product performance expectations • need to try garments on • need to return items
Sales outlets may include:	• markets • galleries • shops • art centres
Promotional tools may include:	• gimmicks • labelling • special offers • packaging • product information • display props • fliers • signage
OHS practices	OHS practices must include hazard identification and control, risk assessment and implementation of risk reduction measures specific to the tasks described by this unit and may include: • manual handling techniques • standard operating procedures • personal protective equipment • safe materials handling • taking of rest breaks

- ergonomic arrangement of workplaces
- following marked walkways
- safe storage of equipment
- housekeeping
- reporting accidents and incidents
- other OHS practices relevant to the job and enterprise

Unit Sector(s)

Sector Fashion Design and Technology