



Australian Government

Department of Education, Employment and Workplace Relations

LMTGN4019A Analyse textiles, clothing and footwear merchandising and marketing principles

Release: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor This unit covers skills and knowledge to analyse key principles of merchandising and marketing when applied in a textiles, clothing and footwear (TCF) environment.

Application of the Unit

Application of the Unit

The unit applies to activities associated with marketing at all stages of the TCF supply chain and merchandising through wholesale and retail channels. TCF products may be items and services from any sector within the TCF industries and include final products such as garments or fashion accessories or processed materials such as fabrics and industrial or domestic textiles.

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 associated with communication to access and interpret information on TCF products and markets. Problem solving and initiative and enterprise are required to examine the features of a product and its market and to identify implications for marketing. Ongoing learning is required to maintain currency of knowledge and planning and organising skills are used to manage and prioritise information.

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 Analyse TCF market conditions	1.1 Domestic conditions affecting the TCF market are analysed and effects of these conditions on the TCF industries are identified 1.2 Global conditions affecting the TCF market are analysed and effects of these conditions on the TCF industries are identified 1.3 Significance of TCF product range on the global market is analysed 1.4 Key components of the TCF supply chain are identified and influences on supply chain conditions are analysed 1.5 Features of mainstream and niche markets within the TCF market are examined 1.6 Role of merchandising in the TCF marketplace is examined
2 Analyse the characteristics of the TCF market	2.1 Current information on the TCF market is accessed and analysed to determine trends influencing TCF production and supply 2.1 TCF market segmentation, targeting and price positioning are analysed for TCF product range 2.2 Key characteristics of TCF market segments are identified and implications for marketing activity examined 2.3 Consumer behavior for TCF product range is analysed
3 Determine marketing features of a TCF product	3.1 Technical specifications of a TCF product are identified and implications for market positioning determined 3.2 Role of creativity in the marketing of TCF products is analysed 3.3 Networks applying to the marketing and merchandising of a TCF product are identified 3.4 Strengths, weaknesses, opportunities and threats applying to a TCF product are identified and implications for marketing examined

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Demonstrates knowledge of:

- domestic TCF market characteristics
- global TCF market characteristics
- the inter-relationship between domestic and global markets
- the range of products available in the TCF Industry
- the segmentation of the TCF market
- demographics of the TCF consumer
- technical aspects of TCF product
- OHS practices, including hazard identification and control measures
- quality practices
- workplace practices
- recording and reporting practices

Demonstrates skill to:

- access and analyse information on TCF markets
- maintain accurate records
- use computer and internet systems
- 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 to be considered	Demonstrates skills and knowledge to: • access and interpret TCF marketing information • distinguish between different TCF market segments • examine application of marketing principles in a TCF context • identify trends in buyer behaviour in the TCF industry • understand the relationship between the domestic and global TCF markets • identify marketing features of a TCF product
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.
Domestic conditions may include:	• availability of raw material • tariff agreements • costs of transportation • employment rates, skill availability and training support • status of businesses within the supply chain • image of Australia as a provider of quality, cost effective TCF products • economic status
Global conditions may include:	• availability of raw material • tariffs, levies, taxes and other import and export considerations • costs of transportation for importing and exporting product to and from Australia • skill availability and labour forces • size and influence of international interests • image of Australia as a provider of quality, cost effective TCF products • economic status
Key components of the TCF supply chain	• designers and product engineers • manufacturers • distributors, wholesalers, exporters, importers • transporters • sales, marketing, retail providers
Key characteristics may include:	• demographics • economics • location • education

Unit Sector(s)

Sector	All
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