



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **LMTGN5008A Identify opportunities in the textiles, clothing and footwear market**

**Revision Number: 1**

## **LMTGN5008A Identify opportunities in the textiles, clothing and footwear market**

### **Modification History**

Not applicable.

### **Unit Descriptor**

**Unit descriptor** This unit covers skills and knowledge to conduct market research into textiles, clothing and footwear (TCF) markets and identify opportunities for improving the performance or outcomes of a TCF product.

### **Application of the Unit**

**Application of the Unit** The unit applies to enterprises involved in the supply of products and services within the TCF industries.  
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 the application of communications skills associated with interpreting marketing information. Problem solving, initiative and enterprise and planning and organising are central to identifying opportunities in the TCF market. Ongoing learning is required to ensure currency of knowledge.

## **Licensing/Regulatory Information**

Not applicable.

## **Pre-Requisites**

**Prerequisites** LMTGN4019A

## **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 Conduct market research          | <ul style="list-style-type: none"><li>1.1 <b>Target</b> for market research is selected and research parameters developed</li><li>1.2 Market research activity and evaluation strategy are planned and documented</li><li>1.3 Research into TCF market is conducted and outcomes documented</li><li>1.4 Research findings are analysed and potential opportunities identified</li></ul>                                       |
| 2 Analyse TCF market opportunities | <ul style="list-style-type: none"><li>2.1 Research findings are analysed against domestic and global trends to assess impact on potential opportunities</li><li>2.2 Feasibility studies are conducted to assess opportunities</li><li>2.3 Opportunities are discussed with team members and members of the <b>TCF supply chain</b> to gain feedback</li><li>2.4 Concepts are developed to explore TCF opportunities</li></ul> |
| 3 Conduct tests on TCF concepts    | <ul style="list-style-type: none"><li>3.1 Tests are conducted on materials, fabrics, products or processes to assess viability of concepts</li><li>3.2 <b>Technical knowledge</b> of TCF materials and production processes is applied to test rigor of concepts</li><li>3.3 <b>Sample products</b> are developed to test concepts with key personnel and target market</li></ul>                                             |
| 4 Prepare a strategic plan         | <ul style="list-style-type: none"><li>4.1 A strategic plan, including budget, is developed to explore TCF market opportunities</li><li>4.2 Plan is presented to key personnel to gain feedback and support</li><li>4.3 Strategic plan is finalised</li></ul>                                                                                                                                                                  |

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

This describes the essential skills and knowledge and their level

Demonstrates knowledge of:

- domestic TCF market trends
- global TCF market trends
- the inter-relationship between local and global markets
- the opportunities in marketing products in the TCF Industry
- the limitation of the collection of market research data
- ethical standards when collecting and collating market research data
- different target markets and the opportunity to identify niche markets
- formal report writing when undertaking strategic plan
- test procedures to assess quality of materials and products
- OHS practices, including hazard identification and control measures
- quality practices
- workplace practices

Demonstrates skill to:

- read, interpret and TCF market information
- maintain accurate records
- undertake market research
- collate surveys
- analyse information
- conduct tests on TCF products
- develop accurate records and reports
- communicate within the workplace
- sequence operations
- determine specifications
- analyse 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:

- distinguish between different TCF Market segments
- apply marketing principles in a TCF context to establish market trends and opportunities
- identify trends in the TCF Industry
- conduct and analyse market research
- assess the viability of new products and processes in the TCF market
- apply research findings to current data on the TCF industry
- identify opportunities for TCF products or processes
- develop a strategic plan

**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.

**Target may include:**

- garments, textiles or other TCF products
- TCF supply chain components
- market segments

**TCF supply chain includes:**

- suppliers of raw materials
- spinners, wool processors, technical textile processors
- textile production enterprises
- patternmakers, machinists, designers, garment assembly enterprises
- producers of footwear, headwear, millinery or fashion accessories
- quality assurers
- suppliers of testing expertise and processing
- distributors
- outworkers
- sales and marketing suppliers
- point of sale merchandisers
- wholesale and retail outlets
- media and promoters
- packaging suppliers
- warehousing

**Technical knowledge may include:**

- properties and performance characteristics of fibres, fabrics and yarns and other materials used in the TCF product
- quality indicators for fabric such as colour steadfastness, shrinkage, durability, grain etc
- processes used to produce TCF product and impacts on raw materials
- costs associated with materials and production processes
- limitations of TCF materials
- limitations of production processes for TCF products

**Sample products may include:**

- short runs
- fabric samples
- prototype products

- textile samples
- design samples
- demonstrations
- trials

## **Unit Sector(s)**

**Sector** All