



Australian Government

MARM019 Establish a marine surveyor practice

Release: 1

MARM019 Establish a marine surveyor practice

Modification History

Release 1. New unit of competency.

Application

This unit involves the skills and knowledge required to develop a business plan that includes a marketing, sales and promotional strategy to grow a small surveyor business. It includes researching and developing an integrated business plan for achieving business goals and objectives.

This unit applies to people working in the maritime industry as a marine surveyor.

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

Pre-requisite Unit

Not applicable.

Competency Field

M – Marine Surveying

Unit Sector

Not applicable.

Elements and Performance Criteria

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element.

- | | |
|---|--|
| 1 Prepare to develop a business plan | 1.1 Essential components of a business plan are identified and reviewed for suitability for inclusion in overall plan for size and nature of proposed business |
| | 1.2 Sources and costs of finance to be included in financial plan are established and required business liquidity and profitability is outlined |
| | 1.3 Business resources and required legal and compliance requirements to be considered are identified and documented |
| 2 Develop a business plan | 2.1 Proposed business operation and overall business goals and objectives are identified and documented |

- | | | |
|--|-----|--|
| | 2.2 | Operational requirements are identified to effectively produce/deliver products/services |
| | 2.3 | Specialist services and sources of advice are identified, where required, and costed according to resources available |
| | 2.4 | Vision statement is developed that reflects business objectives |
| | 2.5 | Target markets are identified through market research data |
| | 2.6 | Competitor analysis is obtained and market position the business is developed/reviewed |
| 3 Develop strategies for minimising risks | 3.1 | Specific interests and objectives of relevant people are identified and their support for planned business direction is sought and confirmed |
| | 3.2 | Risk management strategies are identified and developed according to business goals and objectives, and relevant legal requirements |
| | 3.3 | Contingency plan is developed to address potential areas of non-conformance with plan |
| 4 Develop business promotion plans | 4.1 | Business brand is developed |
| | 4.2 | Benefits of practice products/services are identified |
| | 4.3 | Promotional tools are selected and included in business plan and applicable legislation is incorporated as required |
| 5 Develop sales plans | 5.1 | Plans to increase sales through yield per existing client are identified and developed for immediate or future inclusion in plan |
| | 5.2 | Plans and strategies to grow business and add new clients and sales are developed |
| | 5.3 | Proposed plans are ranked according to priority |
| | 5.4 | Action plan to implement top ranked plan is developed and agreed with any relevant personnel |
| | 5.5 | Business work practices are reviewed to ensure they support plans |
| 6 Implement and monitor promotional | 6.1 | Promotional package is created to meet sales plan requirements, relevant legislative requirements and to |

strategy

enhance business corporate image

- 6.2 Promotional strategy is implemented within budget in specified timeframes
- 6.3 Criteria to measure effectiveness of sales/promotional strategy is established
- 6.4 Adjustments to promotional strategy or service distribution are made as necessary to ensure required result is being obtained

Foundation Skills

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

Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Business plan must include:

- business opportunities, which may be influenced by:
 - amount and types of finance available
 - expected financial viability
 - skills of operator
- details of ownership/management
- finance, expenditure statement, balance sheet and cash flow forecast, projections for the initial years of operation, assumptions underlying business plan, expected level of inflation and taxation, expected trend of interest rate, capital expenditure and its timing, stock turnover, debtor collection period, creditor payment period, return on investment
- level of risk involved, risk assessment and management
- market focus of business
- marketing requirements
- need to raise finance and requirements of lenders
- organisation/operational arrangements
- proposed size and scale of business
- recognition of any seasonal or cyclical (time-based) elements, which are crucial to business success

Financial plan must include:	• resources required and available • sources of funding • specialist services and sources of advice that may be required • staffing • stages in business development • analysis of sales by product/service, identifying where they were sold and to whom • cash flow estimates for each forward period • current financial state of enterprise (or owner/operator) • estimates of profit and loss projections for each forward period • financial performance to date (where applicable) • likely return on investment • monthly, quarterly or annual returns • non-recurrent asset calculations • profit, turnover, capital and equity targets • projected profit targets, pricing strategies, margins • projections of likely financial results (budgeting) • projections, which may vary depending on importance of such information and stage in life of business • resources required to implement proposed marketing and production strategies (staff, materials, plant and equipment) • review of financial inputs required (sources and forms of finance) • risks and measures to manage or minimise risks • working, fixed, debt and equity capital
Business goals and objectives include one or more of the following:	• achievable, measurable, realistic, time defined • customer needs • family benefits • goal and objective plans, systems and processes • lifestyle issues • market focus of business • short, medium, or long-term goals • social responsibility
Market research data includes one or more of the following:	• Australian Bureau of Statistics (ABS) • chambers of commerce information • client surveys • data about existing clients and possible new clients • data from external sources such as other like businesses, industry associations and regulators • industry reports • internet • libraries

	• personal interviews • primary market research • secondary market research (available research by other people) • small business surveys • telephone surveys • trade associations/journals
Competitor analysis includes one or more of the following:	• competitor: • offerings • profile in market place • promotion strategies and activities
Market position includes one or more of the following:	• data on: • augmented product (total package of features/benefits) • communication • core product and/or the goods or services provided • cost components • distribution strategies • market position • marketing channels • new/changed products • place • price • pricing objectives (profit, market penetration) • pricing strategies (cost plus, supply/demand, ability to pay) • product services or mix of services • product/services differentiation from competitors • promotion • promotion budget • promotional strategies • tangible product (what is perceived) • target audience
Business brand includes one or more of the following:	• attention, interest, desire, action (AIDA) • business image • practice/business logo/letterhead/signage • facility decor • phone answering protocol • slogans • style guide • templates for communication/invoicing • writing style

Benefits must include:	• benefits as perceived by client • features as perceived by client
Promotional tools include one or more of the following:	• advertising • brochures • direct mail • networking and referrals • newsletters (print and/or electronic) • press releases • publicity and sponsorship • seminars • telemarketing/cold calling • websites
Applicable legislation includes one or more of the following:	• consumer protection • corporate governance • marine insurance • marine Safety (Domestic Commercial Vessel) National Law • National Standard for Commercial Vessels (NSCV) • trade practices • work health and safety/occupational health and safety (WHS/OHS)
Yield per existing client includes one or more of the following:	• packaging fees • raising charge out rates/fees • reducing discounts • selling more services to existing clients
Promotional package includes one or more of the following:	• directing to existing or new clients • client newsletters or bulletins • media advertising (radio, television, newspapers, trade journals, direct marketing) • product service brochures • products or give-a-ways and third party services • sponsorship

Unit Mapping Information

This unit replaces and is equivalent to MARM5009A Establish a marine surveyor practice.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=772efb7b-4cce-47fe-9bbd-ee3b1d1eb4c2>

