



Australian Government

Assessment Requirements for MSTFD3001 Market design product to local outlets

Release: 1

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Modification History

Release 1. Supersedes and is equivalent to LMTFD3001B Market design product to local outlets

Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria, and include:

- following work instructions, standard operating procedures (SOPs) and safe work practices
- applying relevant standards
- determining design product or products to be marketed and identifying features and benefits of product
- identifying key customers, purchasing behaviours and potential sales outlets
- exploring pricing options for similar products and sales outlets and determining proposed sale price
- preparing and costing three (3) promotional tools and materials highlighting features and benefits of design products for sale
- negotiating promotional costings and price of product with outlet or customer, as required
- preparing documentation confirming supply arrangements and sale conditions
- developing a process and format to record marketing and sales outcomes
- listing at least one (1) opportunity for varying product design and promotional tools to enhance market for product.

Knowledge Evidence

Evidence must be provided that demonstrates knowledge of:

- safe work practices and procedures and use of personal protective equipment (PPE)
- relevant Australian Standards
- location of sales outlets and sales practices in local community
- features and benefits of identified products
- purchasing options and sales processes:
 - location of sales outlet
 - purchasing times
 - cash or credit payment options
 - acceptable price range
 - expectations of product performance
 - opportunity to try garments on

- need to return or exchange items
- promotional tools and practices:
 - display props
 - gimmicks
 - websites
 - labelling
 - special offers
 - packaging
 - product information
 - fliers
 - signage
 - social media
- recording and reporting practices
- work instructions, standard operating procedures and safe work practices.

Assessment Conditions

- Assessors must:
- satisfy the assessor competency requirements that are in place at the time of the assessment, as set by the VET regulator
- have vocational competency in marketing design products, at least to the level being assessed, with relevant industry knowledge and experience.
- Assessment should occur in operational workplace situations. Where this is not possible, or where personal safety or environmental damage are limiting factors, assessment must occur in a sufficiently rigorous simulated environment reflecting realistic operational workplace conditions. This must cover all aspects of workplace performance, including environment, task skills, task management skills, contingency management skills and job role environment skills.
- Assessment processes and techniques must be appropriate to the language, literacy and numeracy requirements of the work being performed and the needs of the candidate.
- Conditions for assessment must include access to all tools, equipment, materials and documentation required, including relevant workplace procedures, product and manufacturing specifications associated with this unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a203ec5c-de7d-406b-b3e1-8f1a9b76e92e>