



Australian Government

MSTFD3001 Market design product to local outlets

Release: 1

MSTFD3001 Market design product to local outlets

Modification History

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

Application

This unit of competency covers the skills and knowledge required to market design product to local outlets.

The unit of competency 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 involve individual and team activities.

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

Pre-requisite Unit

Nil

Competency Field

Fashion design and technology

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	Determine job requirements	1.1	Follow standard operating procedures (SOPs)
		1.2	Comply with work health and safety (WHS) requirements at all times
		1.3	Use appropriate personal protective equipment (PPE) in accordance with SOPs
		1.4	Identify job requirements from specifications, drawings, job sheets or work instructions

2	Prepare to market design product	2.1	Identify features and benefits of design product
		2.2	Identify key customers and purchasing requirements
		2.3	Identify potential product range and suitable sales outlets
3	Prepare design product for sale	3.1	Explore pricing options for similar products and sales outlets and determine price
		3.2	Select presentation to maximise appearance.
		3.3	Prepare promotional tools to support sales
		3.4	Negotiate promotional costings and price of product with outlet or customer as required
		3.5	Prepare documentation to confirm supply arrangements and sale conditions
4	Review marketing of design product	4.1	Determine process and format to record marketing and sales outcomes
		4.2	Explore opportunities for varying product design and promotional tools to enhance market for product

Foundation Skills

This section describes those required skills (language, literacy and numeracy) that are essential to performance.

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

Range of Conditions

This field allows for different work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included.

Workplace procedures include one or more of the

- requirements prescribed by legislation, awards, agreements and conditions of employment

- following:**
- SOPs
 - work instructions
 - PPE
 - 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
 - WHS procedures
- Australian Standards include:**
- the relevant industry or Australian Standards that are current at the time this unit is being undertaken
- Sales outlets include one or more of the following:**
- markets
 - galleries
 - shops
 - art centres
 - websites
- Promotional tools include three or more of the following:**
- display props
 - gimmicks
 - websites
 - labelling
 - special offers
 - packaging
 - product information
 - fliers
 - signage
 - social media
- Sale conditions include two or more of the following:**
- selling period
 - commission
 - bulk purchase
 - discounts
 - pre-purchase
 - on consignment
 - sale or return
 - damaged or faulty products

- insurance

Unit Mapping Information

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Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for MSTFD3001 Market design product to local outlets

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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.

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