



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

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| 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 |
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| 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
- SOPs

following:

- 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>