



Australian Government

MSTFD5004 Develop marketing plans for fashion products

Release: 1

MSTFD5004 Develop marketing plans for fashion products

Modification History

Release 1. Supersedes and is equivalent to LMTFD5004B Develop marketing plans for fashion products

Application

This unit of competency covers the skills and knowledge required to plan marketing and promotional activities to support the sales of fashion products.

The unit of competency applies to local or international marketing activities typical to the promotion and sale of fashion products. Development of marketing plans may be central to the work role or completed as part of the overall sale of design concepts to clients. All proposed marketing activities must be appropriate to the price point of the fashion design and the overall objectives of the client.

Work may be conducted in small to large scale enterprises and 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

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| | | 1.4 | Identify job requirements from specifications, drawings, job sheets or work instructions |
| 2 | Prepare to develop marketing plans | 2.1 | Identify key features and benefits of the selected fashion design |
| | | 2.2 | Research target market and identify fashion design needs and expectations |
| | | 2.3 | Identify price point and marketing budget |
| | | 2.4 | Identify any other relevant details that may affect marketing activities |
| | | 2.5 | Establish marketing objectives with client |
| 3 | Research and determine marketing options | 3.1 | Determine appropriate media to reach target market and select appropriate strategies |
| | | 3.2 | Explore marketing event options and promotional activities, and assess their effectiveness in marketing the selected fashion design. |
| | | 3.3 | Explore timing of marketing activities and determine costings for marketing options |
| 4 | Develop and finalise marketing plan | 4.1 | Identify the fashion product marketing cycle and develop marketing plan which details marketing activities |
| | | 4.2 | Assess marketing plan to determine if it will be effective in meeting marketing objectives, timing and budget requirements |
| | | 4.3 | Present marketing plan to client and integrate client response into further marketing proposals |
| | | 4.4 | Document marketing plan according to industry practices |

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 following:	• requirements prescribed by legislation, awards, agreements and conditions of employment • SOPs • 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 • WHS practices
Australian Standards include:	• the relevant industry or Australian Standards that are current at the time this unit is being undertaken
Marketing details include one or more of the following:	• packaging or distribution requirements • production timelines or requirements • distribution outlets • designer reputation • style characteristics • budget • international regulations • pricing structures • import/export factors • production times • quality assurance factors

- Promotional activities include one or more of the following:**
- gimmicks
 - point of sale and merchandising
 - special offers
 - product branding activities
 - packaging features, such as labelling
 - display and presentation
- Industry practices include one or more of the following:**
- formatting and structure
 - inclusion of pictures and style and design details
 - promotion of features and benefits
 - reporting verbally or in writing
 - oral, written or visual communication
 - inclusion of marketing objectives
 - inclusion of adequate detail
- Market plan includes one or more of the following:**
- details for events, such as fashion design launches, fashion parades or shows and exhibitions
 - target strategies, such as advertising and promotional campaigns
- Personnel include one or more of the following:**
- supervisor
 - trainer/mentor
 - designers
 - patternmakers
 - production supervisors
 - clients

Unit Mapping Information

Release 1. Supersedes and is equivalent to LMTFD5004B Develop marketing plans for fashion products

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 MSTFD5004 Develop marketing plans for fashion products

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Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy the requirements of the elements and performance criteria for at least two products and include:

- reading and following work instructions, standard operating procedures (SOPs) and safe work practices
- applying relevant standards
- researching target market and identifying fashion design needs and expectations
- determining marketing objectives and identifying features and benefits of fashion designs according to needs and expectations of the target market
- accessing, interpreting and using data from a range of sources
- determining appropriate media and appropriate strategies to reach target market
- exploring and assessing marketing event options and promotional activities to market the selected fashion design
- developing a marketing plan for at least two (2) fashion products and determining if it will be effective in meeting marketing objectives, timing and budget requirements
- documenting marketing plan according to industry practices
- recording reports on marketing opportunities and strategies and presenting them to appropriate personnel.

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
- marketing details
- marketing objectives:
 - client position
 - range of fashion products in marketplace
 - marketing objectives and sales targets
 - product pricing strategy
 - position in market
 - packaging and distribution requirements
- marketing practices in the fashion industry

- concepts of marketing cycle and product life cycle
- marketing tools and media for the fashion industry:
 - print (e.g. magazines, and regional and metropolitan newspapers)
 - audio (e.g. radio)
 - visual (e.g. video, television and DVD)
 - electronic (e.g. email, websites and social media)
 - features of media (e.g. editorials, advertising, photos and testimonials)
- marketing events and promotional activities:
 - launches
 - fashion parades
 - exhibitions
 - shows
 - demonstrations
 - press conferences
 - media events
- workplace practices
- recording and reporting 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 developing marketing plans for fashion 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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