



Australian Government

Assessment Requirements for MSTGN3020 Market textile products to local outlets

Release: 1

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Modification History

Release 1. Unit code, Title and Application changed. Title changed for broader application. Elements and Performance Criteria simplified. Foundation Skills field populated. Range of Conditions removed with relevant information moved to Knowledge Evidence. Assessment Requirements clarified with generic foundation skills statements moved to appropriate section and duplication with Performance Criteria removed. Supersedes and is equivalent to MSTFD3001 Market design product to local outlets.

Performance Evidence

There must be evidence the candidate has completed the tasks outlined in the elements and performance criteria of this unit, and demonstrated the ability to:

- market one type of textile product, or a small range to local outlets:
 - establish at least two features and benefits for use in promotional activities
 - identify two potential outlets
 - identify and price two similar products
 - determine a sale price that takes account of manufacturing cost
 - prepare three promotional tools
 - prepare documentation that accurately confirms supply arrangements and sale conditions
 - develop a process and format to record marketing and sales outcomes.
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Knowledge Evidence

There must be evidence the candidate has knowledge of:

- types of local sales outlets and their associated sales practices
- features and benefits of products to be marketed
- product pricing and the information that supports effective pricing
- methods of product presentation
- promotional tools that support sales in local outlets:
 - display props
 - fliers
 - labelling and packaging
 - signage
 - social media and other digital marketing options
 - special offers
 - supporting product information

- types of sale conditions and how they work:
 - bulk purchase
 - commission
 - damaged or faulty products
 - discounts
 - need to return or exchange items
 - price and payment options
 - on consignment
 - pre-purchase
 - sale or return
- basic aspects of the types of promotional tools and practices for consideration when marketing to local outlets.
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Assessment Conditions

Skills must have been demonstrated in the workplace or in a simulated environment that reflects workplace conditions and contingencies. The following conditions must be met for this unit:

- use of suitable facilities, equipment and resources, including:
 - operating parameters of local outlets
 - designed textile product, or small range, to be marketed.

Assessors must satisfy the NVR/AQTF mandatory competency requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet -

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