



Australian Government

Assessment Requirements for MSTGN4004 Analyse TCF merchandising and marketing principles

Release: 1

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Modification History

Release 1. Supersedes and is equivalent to LMTGN4019A Analyse textiles, clothing and footwear merchandising and marketing principles applicable.

Performance Evidence

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

- reading and following work instructions, standard operating procedures (SOPs), safe work practices
- applying relevant standards
- using a combination of digital, manual and personal research strategies to investigate domestic and global market conditions
- undertaking research and recording details of at least two (2) research strategies
- determining the characteristics of the TCF market to identify trends, market segments, consumer behaviour and price positioning for a product range
- determining at least two (2) features of identified TCF product range that support effective marketing
- identifying networks applying to the marketing and merchandising of identified TCF product
- assessing a TCF product and its suitability for marketing
- assessing strengths, weaknesses, opportunities and threats applying to a TCF product, and the implications for marketing
- documenting and recording outcomes of marketing investigation.

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
- digital, manual and personal research strategies
- characteristics of domestic and global TCF market segments and the relationship between them:
 - demographics
 - economics
 - location
 - education
- components of the TCF supply chain:

- designers and product engineers
- manufacturers
- distributors, wholesalers, exporters and importers
- transporters
- sales, marketing and retail providers
- range of products available in the TCF industry
- segmentation of the TCF market
- demographics of the TCF consumer
- technical aspects of TCF product
- research methods relevant to and appropriate to TCF industry:
 - web searches
 - reviewing statistical data
 - examining industry publications
 - conducting personal interviews
 - completing surveys
 - reading industry reports
 - attending exhibitions, displays and presentations
- trends and the role of marketing and merchandising
- characteristics of identified TCF product that make it suitable for marketing
- workplace procedures
- 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 analysing textiles, clothing and footwear merchandising and marketing principles, 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.
- The unit is applicable to all TCF sectors and assessment must ensure it is delivered to suit the industry it is being applied to.

Links

Companion Volume implementation guides are found in VETNet -

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