



**Australian Government**

# **MSTGN4004 Analyse TCF merchandising and marketing principles**

**Release: 1**

# MSTGN4004 Analyse TCF merchandising and marketing principles

## Modification History

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

## Application

This unit of competency covers the skills and knowledge required to analyse key principles of merchandising and marketing when applied in a textiles, clothing and footwear (TCF) environment.

The unit of competency applies to activities associated with marketing at all stages of the TCF supply chain and merchandising through wholesale and retail channels. TCF products may be items and services from any sector within the TCF industry and include final products, such as garments or fashion accessories, or processed materials such as fabrics and industrial or domestic textiles.

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

Generic

## 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 | <b>Determine job requirements</b> |
|---|-----------------------------------|

- |     |                                                                    |
|-----|--------------------------------------------------------------------|
| 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 | <b>Investigate TCF market conditions</b>                                 | 2.1 | Use industry appropriate research methods to survey domestic conditions affecting the TCF market and identify effects of these conditions on the TCF industry |
|   |                                                                          | 2.2 | Explore global conditions affecting the TCF market and identify effects of these conditions on the TCF industry                                               |
|   |                                                                          | 2.3 | Assess significance of TCF product range on the global market                                                                                                 |
|   |                                                                          | 2.4 | Identify key components of the TCF supply chain and analyse influences on supply chain conditions                                                             |
|   |                                                                          | 2.5 | Examine features of mainstream and niche markets within the TCF market                                                                                        |
|   |                                                                          | 2.6 | Investigate role of merchandising in the TCF marketplace                                                                                                      |
| 3 | <b>Determine the characteristics of the TCF market</b>                   | 3.1 | Access and investigate current information on the TCF market to determine trends influencing TCF production and supply                                        |
|   |                                                                          | 3.2 | Investigate TCF market segmentation, targeting and price positioning for TCF product range                                                                    |
|   |                                                                          | 3.3 | Identify key characteristics of TCF market segments and examine implications for marketing activity                                                           |
|   |                                                                          | 3.4 | Analyse consumer behaviour for TCF product range                                                                                                              |
| 4 | <b>Assess features of a TCF product to determine effective marketing</b> | 4.1 | Identify technical specifications of a TCF product and determine implications for market positioning                                                          |
|   |                                                                          | 4.2 | Explore role of creativity in the marketing of TCF products                                                                                                   |
|   |                                                                          | 4.3 | Identify networks applying to the marketing and                                                                                                               |

merchandising of a TCF product

- 4.4 Identify strengths, weaknesses, opportunities and threats applying to a TCF product and assess implications for marketing
- 4.5 Document and record outcomes of marketing investigation

## 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

### **TCF products include, but are not limited to, one or more of the following:**

- items and services from any sector within the TCF industries
- components
- final products:

- garments
- fashion accessories
- shade sales, domestic or vehicle awnings
- processed materials:
  - fabrics
  - industrial textiles
  - domestic textiles

**Domestic conditions include, but are not limited to, one or more of the following:**

- availability of raw material
- tariff agreements
- costs of transportation
- employment rates, skill availability and training support
- status of businesses within the supply chain
- image of Australia as a provider of quality, cost-effective TCF products
- economic status

**Global conditions include, but are not limited to, one or more of the following:**

- availability of raw material
- tariffs, levies, taxes and other import and export considerations
- costs of transportation for importing and exporting product to and from Australia
- skill availability and labour forces
- size and influence of international interests
- image of Australia as a provider of quality, cost-effective TCF products
- economic status

## Unit Mapping Information

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

## 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 MSTGN4004 Analyse TCF merchandising and marketing principles

## 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.

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