



Australian Government

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

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	Determine job requirements
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| 1.1 | Follow standard operating procedures (SOPs) |
| 1.2 | Comply with work health and safety (WHS) requirements at all times |

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| | | 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 | Investigate TCF market conditions | 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 | Determine the characteristics of the TCF market | 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 | Assess features of a TCF product to determine effective marketing | 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>