



Australian Government

Assessment Requirements for MSTGN4018 Analyse TCF merchandising and marketing principles

Release: 1

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Modification History

Release 1. Unit Code and Application changed. Elements and Performance Criteria simplified with Element 1 removed. Foundation Skills field populated. Range of Conditions removed with relevant information moved to other parts of unit. Assessment Requirements clarified with generic foundation skills statements moved to appropriate section and duplication with Performance Criteria removed. Supersedes and is equivalent to MSTGN4004 Analyse TCF merchandising and marketing principles.

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:

- use at least two different research strategies and assess and report on:
 - three features of:
 - global textiles, clothing and footwear (TCF) market conditions, including supply chain
 - domestic TCF market conditions
 - four characteristics of the TCF market
 - two features of an identified TCF product range that support effective marketing
 - the following aspects of a TCF product and the implications for marketing and merchandising:
 - technical specifications
 - strengths
 - weaknesses
 - opportunities
 - threats.
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Knowledge Evidence

There must be evidence the candidate has knowledge of:

- research strategies and methods used in TCF industry
- characteristics of domestic and global TCF market conditions and the relationship between them, including:
 - demographics
 - economics
 - location
 - education

- components of the TCF supply chain, including:
 - 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
- trends and the role of marketing and merchandising
- characteristics of identified TCF product that make it suitable for marketing
- recording and reporting practices.
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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:
 - technology for research.

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>