



Australian Government

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.

Application

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

This unit applies to individuals who contribute to marketing activities in the workplace. They analyse and compare information from a range of sources.

No licensing or certification requirements exist at the time of publication. Relevant legislation, industry standards and codes of practice within Australia must be applied.

Competency Field

Generic

Elements and Performance Criteria

Elements	Performance Criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Investigate TCF market conditions	1.1 Use appropriate research methods to survey domestic and international conditions affecting the TCF market and identify effects of these conditions on the TCF industry 1.2 Assess significance of TCF product range on the global market 1.3 Identify key components of the TCF supply chain and analyse influences on supply chain conditions 1.4 Examine features of mainstream and niche markets within the TCF market

Elements	Performance Criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
	1.5 Investigate role of merchandising in the TCF marketplace
2. Determine characteristics of the TCF market	2.1 Access and investigate current information on the TCF market to determine trends influencing TCF production and supply 2.2 Investigate TCF market segmentation, targeting and price positioning for TCF product range 2.3 Identify key characteristics of TCF market segments and examine implications for marketing activity 2.4 Analyse consumer behaviour for TCF product range
3. Assess features of a TCF product to determine effective marketing	3.1 Identify technical specifications of a TCF product and determine implications for market positioning 3.2 Explore role of creativity in the marketing of the product 3.3 Identify networks applying to the marketing and merchandising of the product 3.4 Identify strengths, weaknesses, opportunities and threats for the product and assess implications for marketing 3.5 Document and record outcomes of marketing investigation

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

- Reading skills to navigate and interpret diverse and potentially complex marketing information
- Technology skills to complete research using digital media.

Other foundation skills essential to performance are explicit in the performance criteria of this unit.

Unit Mapping Information

Supersedes and is equivalent to MSTGN4004 Analyse TCF 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 MSTGN4018 Analyse TCF merchandising and marketing principles

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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.

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