



Australian Government

MSTGN5008 Identify opportunities in the TCF market

Release: 1

MSTGN5008 Identify opportunities in the TCF market

Modification History

Release 1. Supersedes and is equivalent to LMTGN5008A Identify opportunities in the textiles, clothing and footwear market

Application

This unit of competency covers skills and knowledge required to conduct market research into textiles, clothing and footwear (TCF) markets and identify opportunities for improving the performance or outcomes of a TCF product.

The unit of competency applies to enterprises involved in the supply of products and services within the TCF industry.

This unit of competency is applicable to all sectors of the TCF industry.

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

MSTGN4004 Analyse TCF merchandising and marketing principles

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.

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| 1 Conduct market research | 1.1 Select target for market research and develop research parameters |
| | 1.2 Plan and document market research activity and evaluation strategy |

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| | | 1.3 | Conduct research into TCF market and document outcomes and apply ethical standards |
| | | 1.4 | Analyse research findings and identify potential opportunities |
| 2 | Analyse TCF market opportunities | 2.1 | Analyse research findings on domestic and global trends to assess potential opportunities |
| | | 2.2 | Conduct feasibility studies to assess opportunities |
| | | 2.3 | Discuss opportunities with team members and members of the TCF supply chain to gain feedback |
| | | 2.4 | Develop concepts to explore TCF opportunities |
| 3 | Conduct tests on TCF concepts | 3.1 | Conduct tests on materials, fabrics, products or processes to assess viability of concepts |
| | | 3.2 | Apply technical knowledge of TCF materials and production processes to test rigor of concepts |
| | | 3.3 | Develop sample products to test concepts with key personnel and target market |
| 4 | Prepare a strategic plan | 4.1 | Develop a strategic plan, including budget, to explore TCF market opportunities |
| | | 4.2 | Present plan to key personnel to gain feedback and support |
| | | 4.3 | Consider and incorporate feedback, where appropriate, and finalise strategic plan |

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
- standard operating procedures (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

Target includes, but is not limited to, one or more of the following:

- garments, textiles or other TCF products
- TCF supply chain components
- market segments

Mediums used for market research includes but is not limited to, one or more of the following:

- On line surveys
- Postal surveys
- Client interviews formal / informal
- Supplier interview formal / informal
- Telephone surveys
- Industry workshop
- Focus groups
- Social media platforms
- Trade magazines

TCF supply chain includes, but is not limited to, one or more of the following:

- suppliers of raw materials
- spinners, wool processors and technical textile processors
- textile production enterprises
- patternmakers, machinists, designers and garment assembly enterprises

- producers of footwear, headwear and millinery or fashion accessories
- quality assurers
- suppliers of testing expertise and processing
- distributors
- outworkers
- sales and marketing suppliers
- point of sale merchandisers
- wholesale and retail outlets
- media and promoters
- packaging suppliers
- warehousing

Technical knowledge includes, but is not limited to, the following:

- properties and performance characteristics of fibres, fabrics and yarns and other materials used in the TCF product
- quality indicators for fabric, such as colour steadfastness, shrinkage, durability and grain
- processes used to produce TCF product and impacts on raw materials
- costs associated with materials and production processes
- limitations of TCF materials
- limitations of production processes for TCF products

Sample products include, but are not limited to, one or more of the following:

- short runs
- fabric samples
- prototype products
- textile samples
- design samples
- demonstrations
- trials

Unit Mapping Information

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Links

Companion Volume implementation guides are found in VETNet -

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