



Australian Government

**Assessment Requirements for MSTGN6001
Develop and implement a sales or
marketing strategy for fashion or textile
items**

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Modification History

Release 1. Supersedes and is equivalent to LMTGN6001B Develop and implement a sales or marketing plan

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
- interpreting and analysing goals and market trends
- determining strategic direction in line with aims of business, customer requirements, market position, sales objectives, opportunities and resources available
- developing a strategy which reflects overall business directions, characteristics of the market, long and short-term objectives and budget, for at least one (1) fashion or textile item
- coordinating personnel to implement the strategy
- establishing monitoring procedures to assess effect of strategy on business outcomes within identified timeframes
- measuring and monitoring financial and other relevant data against objectives
- reviewing and proposing changes to modify sales or marketing strategy
- preparing report on sales or marketing strategy outcomes and recommendations, according to workplace procedures, for presentation to management meetings.

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
- the industry, including markets, local and global trends and how these impact on the workplace
- workplace products
- key elements of production capability in terms of its implications for sales and marketing strategy
- components of sales or marketing strategies
- sourcing procedures
- range of distribution channels (e.g. direct marketing, chain stores, niche markets)

- strengths, weaknesses, opportunities and threats (SWOT) analysis techniques
- requirements of workplace policies and procedures, structure and technical competency in relation to a sales or marketing strategy
- quality standards and practices
- 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 developing and implementing a sales or marketing strategy for fashion or textile items, 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.

Links

Companion Volume implementation guides are found in VETNet -

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