



Australian Government

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

Release: 1

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

Modification History

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

Application

This unit of competency covers the skills and knowledge required to develop and implement a sales and marketing strategy for a textile, clothing and footwear (TCF) product or process.

The unit of competency applies to the development and implementation of a sales and marketing strategy for a design, product or range, or the design of a manufacturing process for TCF products, in a domestic or international market.

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. Significant judgement is required in planning, technical or supervisory activities related to operations or processes.

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	Prepare to develop a sales or marketing strategy	1.1	Define and analyse business goals and objectives to assist in formulating a sales and marketing strategy
		1.2	Research market trends and analyse issues related to workplace

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| | | 1.3 | Analyse production and marketing practices, and workplace procedures, and their effects on workplace |
| | | 1.4 | Determine strategic direction in line with aims of business, customer requirements, market position, sales objectives, opportunities and resources available |
| | | 1.5 | Identify and prioritise sales and marketing strategies in order to optimise sales and profit |
| 2 | Develop a sales or marketing strategy | 2.1 | Use business resources and appropriate personnel to optimise research and scope potential components of a sales or marketing strategy |
| | | 2.2 | Determine components of the strategy and a time frame to optimise its effectiveness |
| | | 2.3 | Liaise with relevant personnel and seek external specialist advice, where applicable |
| | | 2.4 | Develop strategy which reflects overall business directions, characteristics of the market, long and short-term objectives and budget |
| 3 | Implement and monitor sales or marketing strategy | 3.1 | Coordinate relevant personnel to implement sales and marketing strategy |
| | | 3.2 | Establish monitoring procedures to assess effect of strategy on business outcomes within identified timeframes |
| | | 3.3 | Measure and monitor financial and other relevant data against objectives to identify if progress is made towards achieving target |
| | | 3.4 | Monitor implementation of strategy to establish overall performance |
| 4 | Review and report on sales or marketing strategy | 4.1 | Maintain records of sales or marketing strategy activities and prepare reports |
| | | 4.2 | Conduct review of sales and marketing strategy outcomes and assess results |

- 4.3 Develop proposals to modify sales or marketing strategy, as necessary, to reflect dynamics of market place
- 4.4 Prepare report on sales or marketing strategy outcomes and recommendations for presentation to management meetings

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

- Market includes, but is not limited to, one or more of the following:**
- local markets
 - national markets
 - global markets

Production and marketing practices include, but are not limited to, one or more of the following:

- import and export of materials, components or complete products
- direct marketing
- wholesale and retail store distribution
- exhibitions, shows and events

Develop a sales and marketing strategy includes, but is not limited to, the following:

- analysis of business goals and market trends
- marketing strategy options
- monitoring and measuring of financial data
- review procedures and liaison with other departments

Unit Mapping Information

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

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

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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.

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