



Australian Government

MSTGN6012 Evaluate commercial viability of products

Release: 1

MSTGN6012 Evaluate commercial viability of products

Modification History

Release 1. Title changed to broaden application. One prerequisite unit removed. Minor changes to Performance Criteria to reflect broader scope. Foundation Skills field populated. Range of Conditions removed with relevant information moved to Knowledge Evidence. Assessment Requirements clarified with generic foundation skills statements moved to appropriate section and duplication with Performance Criteria removed. Supersedes and is not equivalent to MSTFD6001 Evaluate commercial viability of designs.

Application

This unit of competency describes the skills and knowledge required to evaluate the viability of products for commercial production and sale. It involves the evaluation of concepts and proposals against business goals, costing and production strategies and financial targets.

This unit applies to individuals working in senior business, design and production roles.

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

Pre-requisite Unit

MSTFD5027 Cost production of fashion and textile designs

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. Prepare to evaluate commercial viability	1.1 Analyse current business plan and identify business objectives and financial targets to review business position 1.2 Review business practices, past products and records of commercial success to assess relevance for future developments 1.3 Identify workplace criteria for measuring commercial success of products 1.4 Identify potential products and assess their ability to meet client or target market needs and expectations 1.5 Analyse costing and production strategies and assess alignment of

Elements	Performance Criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
	products to business goals and practices
2. Select products for commercial development	2.1 Identify workplace criteria for selection of products 2.2 Analyse products against selection criteria 2.3 Consult with senior management in the selection process, providing evidence-based information to aid decision-making 2.4 Determine which products will be developed based on analysis and consultation
3. Establish evaluation mechanism	3.1 Establish financial targets for product development 3.2 Implement monitoring systems to measure progress of production and return 3.3 Evaluate product selection against commercial targets 3.4 Document findings in accordance with workplace procedures

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 complex information
- Writing skills to draft cohesive and clear findings from analysis information
- Numeracy skills to interpret complex costing information
- Oral communication skills to liaise with others on potentially complex operational and management issues.

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

Unit Mapping Information

No equivalent unit.

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 MSTGN6012 Evaluate commercial viability of products

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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:

- evaluate commercial viability through analysis of the following against identified workplace criteria:
 - current and past business information and practice
 - costing and production strategies
- use the above analysis and consultation with stakeholders to select two suitable products for development
- establish evaluation mechanisms for the two selected products.

Knowledge Evidence

There must be evidence the candidate has knowledge of:

- critical thinking techniques for analysis of information
- current and emerging industry trends and market practices
- business goals, practices and strategies and how they impact supply chain activities, including those related to:
 - organisational image and market position
 - costing
 - marketing and sales
 - production
 - ethical and product stewardship responsibilities
- types of commercial success criteria, including:
 - alignment with business goals and corporate image
 - availability of materials and resources for production
 - client acceptance
 - ethical and sustainability requirements marketing potential
 - place in the market and product life cycle

- potential financial return
- production costs and timelines
- suitability of production processes
- financial monitoring systems.
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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:
 - products to be evaluated
 - information technology for research and documentation.

Assessors must satisfy the NVR/AQTF mandatory competency requirements for assessors.

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