



Australian Government

Department of Education, Employment and Workplace Relations

RTE5921A Market products and services

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This competency standard covers the functions required to market products and services in an agricultural, horticultural or land management enterprise.

It requires the application of skills and knowledge to plan and implement a marketing strategy, and monitor and improve market performance. It also requires the ability to collect, analyse and present data in the internal and external business environment. In addition, it requires an awareness of industry structures and business trends. The work will be carried out independently within own area of responsibility and within enterprise guidelines.

Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Analyse market information	1.1 Markets for existing or new products or services are identified, researched and analysed for possible entry or development. 1.2 Past trends and developments are analysed to determine market variability and associated risks. 1.3 Market environment is continually monitored in a consistent manner to ensure information is current and reliable. 1.4 The legal, ethical and environmental constraints of the market(s) and their effect on the enterprise are identified. 1.5 Product mix that suits market requirements/price advantage at the time is adopted
2 Develop a marketing plan	2.1 Alternative marketing strategies and techniques are assessed and interpreted to identify marketing targets and methods. 2.2 Marketing strategies are based on reliable data, market environment and substantiated trends. 2.3 Marketing options incorporate suitable advice from marketing professionals. 2.4 A measurable cost-effective marketing plan is developed incorporating a reasoned analysis of market research and business plan objectives.
3 Implement marketing activities	3.1 Planned marketing activities are scheduled within appropriate timeframes. 3.2 Measurable performance targets are developed and meet business plan objectives. 3.3 Distribution channels are organised, and product and service information is accurate and readily available to clients. 3.4 Marketing activities are implemented within budgetary constraints to meet legal, ethical and

enterprise requirements.

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| 4 | Evaluate marketing performance | 4.1 | Product, pricing and distribution policies are monitored in relation to market changes , marketing objectives and enterprise requirements. |
| | | 4.2 | Areas of positive performance are identified and corrective action is taken to remedy poor performance areas. |
| | | 4.3 | An objective assessment of the marketing plan and implementation is made by a comparison of valid and reliable data against performance targets. |
| | | 4.4 | Relevant information is documented for continual analysis and effective planning management. |

Required Skills and Knowledge

Not applicable.

Evidence Guide

What evidence is required to demonstrate competence for this standard as a whole?

Competence in marketing products and services requires evidence of the ability to compare and contrast data from markets and determine suitable strategies. Evidence must be demonstrated in the presentation of information for sales and decision-making purposes.

The skills and knowledge required to market products and services must be **transferable** to a different work environment. For example, analysing industry structures for marketing purposes may also be used in understanding and developing a strategic plan.

What specific knowledge is needed to achieve the performance criteria?

Knowledge and understanding are essential to apply this standard in the workplace, to transfer the skills to other contexts, and to deal with unplanned events. The knowledge requirements for this competency standard are listed below:

- price risk management
- performance evaluation measures
- competitors strengths and weaknesses
- business planning process
- customer relations policies
- market conditions and forces
- enterprise goals, objectives and directions
- markets and market analysis
- communication and promotion skills
- marketing principles and practice
- principles of trend analysis.

What specific skills are needed to achieve the performance criteria?

To achieve the performance criteria, appropriate literacy and numeracy levels as well as some complementary skills are required. These include the ability to:

- analyse with regard to market research and assessments
- manage information
- communicate effectively in writing and verbally
- converse and liaise with industry network, staff and senior management
- write reports for the understanding of staff and management
- assess financial strategies and prepare budgets.

What processes should be applied to this competency standard?

There are a number of processes that are learnt throughout work and life, which are required in all jobs. They are fundamental processes and generally transferable to other work functions. Some of these are covered by the **key competencies**, although others may be added. The questions below highlight how these processes are applied in this competency standard. Following each question a number in brackets indicates the level to which the key competency needs to be demonstrated where 0 = not required, 1 = perform the process, 2 = perform and administer the process and 3 = perform, administer and design the process.

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| 1. How can communication of ideas and information (3) be applied? | Information about the marketing plan may be explained to other persons involved in the promotional activities. |
| 2. How can information be collected, analysed and organised (3)? | Information on the results of the marketing plan may be documented and organised by reports for future reference and analysis. |
| 3. How are activities planned and organised (3)? | Resources and materials necessary to implement the marketing plan may be scheduled to meet timetables and deadlines. |
| 4. How can team work (3) be applied? | In the application of methods and procedures to carry out the marketing plan in an effective and efficient manner. |
| 5. How can the use of mathematical ideas and techniques (3) be applied? | Estimation techniques may be necessary to determine returns expected from the marketing plan. |
| 6. How can problem-solving skills (3) be applied? | Problems may arise in the course of the program that may be addressed through adjustments of the resources or timetables. |
| 7. How can the use of technology (3) be applied? | Technology may be used to monitor, record and distribute the marketing plan outcomes. |

Are there other competency standards that could be assessed with this one?

This competency standard **could** be assessed on its own or in combination with other competencies relevant to the job function.

There is essential information about **assessing this competency standard for consistent performance and where and how it may be assessed**, in the Assessment Guidelines for this Training Package. All users of these competency standards must have **access** to the **Assessment Guidelines**. Further advice may also be sought from the relevant **sector booklet**.

Range Statement

Range of Variables

The Range of Variables explains the range of contexts within which the performance and knowledge requirements of this standard may be assessed. The scope of variables chosen in training and assessment may depend on the work situations available

What markets may be researched?	Markets may include wholesalers, retailers, exporters, local, national and/or international customers, and private and public sector organisations and enterprises.
What legal constraints may be identified?	This may include compliance with relevant provisions of the Copyright Act and amendments, OHS legislation and regulations, consumer protection, freedom of information, industry codes of conduct, equal opportunity legislation, Trade Practices Act and the Telecommunications Act.
What types of information may be included in a marketing strategy ?	Marketing strategies may include various information with regard to pricing, promotion, product quality, service standards and distribution channels.
What types of marketing techniques may be assessed?	Techniques may include vertical integration, exporting, targeting seasonal windows, niche marketing, and total quality management systems.
What market environment features may be assessed?	Market environment may include consumer trends, harvesting, handling and marketing methods, export opportunities, trade policies and seasonal influences.
What marketing options may be relevant to this standard	Options may include public relations, electronic, word of mouth, seminars, promotional material displays, prospectuses, web-site development, customer information brochures, telephone information lines, on-site only, post and fax.
What information may be included in a marketing plan ?	This may include marketing objectives, budget, venue and location, agreed price, expected price, break-even price, risk management strategies, timing of sales, cash flow implications, spread sales, quantity and quality of product, and client contact

pre-post sales.

What range of business plan objectives may be identified?	This may include sales volumes, market shares, turnover of stock and materials, increasing per capita returns, profits and higher dollar returns.
What types of objective assessment processes may be used?	This may include a review of existing sales data, cost-benefit analysis, break-even analysis, growth projection and asset valuation.
What measurable performance targets may be developed?	This may include price achieved, quantity sold, market demand, quality of product delivered and post-sale feedback.
What distribution channels may be used?	This may include sponsorship, direct marketing, point of sale promotions, newspaper, radio, multi-media (Internet) and television industry publications.
What enterprise requirements may apply to this standard?	SOP, industry standards, Total Quality Management standards, product labels, manufacturers specifications, MSDS, operators manuals, enterprise policies and procedures (including waste disposal, recycling and re-use), and reporting requirements.
What types of market changes may be applicable to this standard?	This may include consumer trends, harvesting, handling and marketing methods, export opportunities, trade cycles, trade policies, and seasonal conditions.

For more information on contexts, environment and variables for training and assessment, refer to the Sector Booklet.

Unit Sector(s)

Not applicable.