



Australian Government

SHBXPSM003 Promote a personal services business

Release: 1

SHBXPSM003 Promote a personal services business

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop and integrate a full range of marketing strategies and promotional activities to expand and diversify the client base, maintain and improve client re-booking, and increase average client spend for a personal services business. It requires the ability to monitor, evaluate and adjust marketing activities according to business performance.

This unit applies to all single or multiple outlet businesses providing beauty treatments, hairdressing or barbering services. It applies to senior managers and small business owners who operate with significant autonomy and are responsible for making strategic business management and operational decisions.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Personal Services Management

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Develop marketing strategies.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Analyse business objectives, key services and products to determine the focus of marketing activities.
- 1.2. Evaluate customer demographics and target markets for the business as a basis for marketing strategies.
- 1.3. Determine marketing objectives and strategies in consultation with relevant people and according to the

- business plan.
2. Determine a marketing mix for the business.
 - 2.1. Balance volumes and pricing of service and product mix to optimise turnover and profit.
 - 2.2. Evaluate costs and benefits of providing different services and products to determine the marketing mix of the business.
 - 2.3. Determine the optimum marketing mix according to market and business needs.
 3. Implement marketing strategies.
 - 3.1. Brief persons involved in the marketing effort on roles and responsibilities to ensure successful implementation.
 - 3.2. Plan and implement promotional activities according to marketing objectives and budgetary requirements.
 4. Monitor and improve marketing performance.
 - 4.1. Regularly monitor marketing activities and evaluate business performance against targets.
 - 4.2. Analyse performance gaps and take corrective action or set new targets.
 - 4.3. Encourage relevant people to propose ways to improve marketing performance.
 - 4.4. Seek customer reaction to all aspects of the marketing mix, and analyse to improve targeting and outcomes.
 - 4.5. Conduct ongoing research of customer requirements to identify opportunities for change and improvement.
 - 4.6. Monitor changes in markets and investigate new business development opportunities.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

Skill	Description
Reading skills to:	research, interpret and analyse complex and potentially unfamiliar business and marketing information.
Writing skills to:	develop and document complex marketing plans and reports on results.
Oral communication skills to:	- consult with a range of people about complex and conceptual issues - provide unambiguous information to staff about roles, and responsibilities for marketing activities.
Numeracy skills to:	interpret and analyse complex sales, stock and budgetary data

- develop complex budgetary projections for various product and service mix scenarios.
- Initiative and enterprise skills to: • proactively seek opportunities to research new markets and implement change to the product and service range.
- Self-management skills to: • take responsibility for marketing initiatives from initial research through to implementation and monitoring of promotional activities.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=255d312b-db07-48f2-b6d6-1b0b06c42898>

Assessment Requirements for SHBXPSM003 Promote a personal services business

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- develop a comprehensive written marketing plan for a given personal services business to include at least:
 - business profile and objectives
 - overview of products and services range and product mix
 - analysis of four different client groups and their product and services preferences
 - chosen target group/s for marketing activities and rationale for choice
 - marketing objectives
 - analysis of current sales and budgeted projections for sales of three different products and three different services to be promoted
 - comprehensive description of promotional activities to be used and rationale for choice
 - comprehensive implementation plan for promotional activities including timelines, responsibilities and performance indicators
 - methods used to evaluate customer satisfaction with products and services offered
 - methods used to monitor effectiveness of marketing program
- evaluate product and service performance against targets, analyse performance gaps and propose corrective actions for given marketing situations which may or may not be those covered by the above plan.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- for personal services businesses and the organisation in particular:
 - business objectives
 - current products and services range and availability of new
 - different client demographics and their product and service preferences
- for a range of traditional, new and emerging marketing strategies and promotional activities:
 - uses, risks and benefits
 - efficacy in reaching and appealing to target markets

- new and emerging marketing methods, including social media technologies, and the opportunities they present
- format and content of sales budgets, sales and stock reports and use in:
 - projecting sales and profit
 - analysing product and service performance
- methods used to evaluate customer satisfaction with products and services offered
- methods used to monitor effectiveness of promotional activities
- format and content of marketing plans.

Assessment Conditions

Assessment must ensure use of:

- activities that allow the individual to research, develop, implement, monitor and evaluate marketing activities over an extended time period
- people with whom the individual can interact for all communication aspects of the unit; these can be:
 - people in a personal services industry workplace; or
 - people who participate in role plays or simulated activities within a training organisation
- computers, printers and general software programs used to produce marketing plans
- the following documents which can be actual documents used by a personal services business or generated by a registered training organisation for the purposes of project and assessment activities:
 - customer profiles, service history and product and service preferences
 - sales budgets
 - sales reports
 - stock reports
- template:
 - marketing plans
 - budgets
 - customer evaluations.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors.

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