



Australian Government

Assessment Requirements for SIRRM010 Plan product development

Release: 1

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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:

- review the merchandise objectives and direction of one organisation and conduct target market research to identify product development opportunities. Use findings to create a product development concept for one product, that details:
 - risks
 - opportunities
 - benefits
 - commercial viability
 - supply arrangements
- for the above product develop a product development design brief that details:
 - range size and options
 - grading
 - product costing
 - product and technical specifications
 - quantity
 - quality requirements
 - bill of materials
 - compliance requirements:
 - internal
 - external
 - resources
 - critical path and timeframes
 - supply arrangements
 - packaging and labelling
 - storage requirements
- review product performance data to determine viability of product and make recommendations for future improvements.

Knowledge Evidence

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

- key legal and ethical compliance requirements and considerations as related to product development:
 - certification
 - packaging and labelling
 - safety
 - Australian standards
 - sustainability
 - ethical sourcing and supply
- key stages of product development:
 - concept development
 - screening
 - planning
 - testing
 - producing
 - reviewing
- key considerations in product development:
 - range size and options
 - critical path
 - current marketplace and market trends
 - target market
 - competitor activity
 - internal sources of feedback
 - external sources of feedback
 - product feasibility
 - waste minimisation
 - quality requirements
 - supply arrangements
 - freight and logistics
 - product and technical specifications
 - bill of materials
 - minimum order quantity
 - costings:
 - cost of materials
 - yield
 - production efficiencies
 - through-puts

- packaging and labelling
- storage requirements
- technology
- techniques for:
 - determining market receptiveness
 - determining product commercial viability
 - determining supply feasibility
 - determining product performance
- common issues faced in product development and contingency strategies
- role of, and sources of internal and external feedback in product design and development.

Assessment Conditions

Skills must be demonstrated in a retail environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- organisational direction and objectives
- customer and market information on which product development can be based
- current sources of information detailing legal and ethical compliance requirements as related to product development
- templates for product development brief.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors, and:

- have worked in the retail industry for at least three years where they have applied the skills and knowledge within this unit of competency.

Links

Companion Volume Implementation Guides -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>