

Modification history

Release	Comments
Release 1	This version released with SFI Seafood Industry Training Package Version 1.0.

SFISAD402	Analyse domestic seafood market opportunities
Application	<p>This unit of competency describes the skills and knowledge to analyse domestic markets for seafood products. It includes the ability to conduct a supply chain analysis, research existing and potential new market opportunities, interpret data, product specifications and standards and record and present findings.</p> <p>The unit applies to individuals who undertake domestic market analysis for seafood cooperatives, wholesale or retail outlets in establishing new domestic seafood buyers.</p> <p>No occupational licensing, legislative or certification requirements apply to this unit at the time of publication.Error! Use the Home tab to apply AFSA AR Code to the text that you want to appear here.</p>
Prerequisite Unit	Nil
Unit Sector	Seafood Industry Sales and Distribution (SAD)

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Analyse existing domestic markets	1.1 Develop standardised criteria for evaluating domestic markets 1.2 Identify existing domestic markets for similar seafood products 1.3 Document a supply chain analysis of existing domestic markets
2. Identify new potential domestic markets	2.1 List potential domestic markets for seafood products 2.2 Source market information from a range of relevant data 2.3 Determine potential product specifications for each market 2.4 Undertake a supply chain analysis for identified potential markets 2.5 Document logistics, regulatory costs and requirements from source 2.6 Communicate with buyers to confirm product interest and intent
3. Record, analyse and present relevant data	3.1 Present data gathered from market information and supply chain analysis 3.2 Analyse relevant data against standardised criteria using appropriate technology 3.3 Present markets with the highest potential to key stakeholders

Foundation Skills	
<i>This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.</i>	
Skill	Description
Numeracy	<ul style="list-style-type: none"> Calculate and estimate market characteristics from numerical data and statistical information
Reading	<ul style="list-style-type: none"> Access sources of market information
Writing	<ul style="list-style-type: none"> Record and synthesise relevant data into appropriate formats
Interact with others	<ul style="list-style-type: none"> Select and use appropriate vocabulary, conventions and protocols, including technical language, in interactions with buyers Adapt communication style and content, including personal, social and cultural factors, to build rapport with buyers
Get the work done	<ul style="list-style-type: none"> Plan, monitor and manage relatively complex, routine and non-routine tasks, making adjustments as necessary Use computer technologies to analyse market and research data

Unit Mapping Information			
Code and title current version	Code and title previous version	Comments	Equivalence status
SFISAD402 Analyse domestic seafood market opportunities		New unit.	No equivalent unit

Links	Companion Volumes, including Implementation Guides, are available at VETNet: https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273
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TITLE	Assessment requirements for SFISAD402 Analyse domestic seafood market opportunities
Performance Evidence	
<p>An individual demonstrating competency must satisfy all the elements and performance criteria of this unit. There must be evidence that the individual has analysed and identified domestic seafood market opportunities on at least one occasion including:</p> <ul style="list-style-type: none"> • developing criteria for evaluating domestic markets • undertaking a supply chain analysis for existing and new markets • identifying existing domestic seafood markets • communicating with potential domestic market stakeholders in a culturally appropriate manner • researching relevant information of domestic seafood market opportunities • collating and presenting relevant information and data. 	
Knowledge Evidence	
<p>An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:</p> <ul style="list-style-type: none"> • domestic seafood products and specifications • domestic seafood supply chains • domestic seafood markets • regulatory costs and requirements of source • cultural and social norms for communicating with domestic business owners. 	
Assessment Conditions	
<p>Assessment of this unit of competency must take place under the following conditions:</p> <ul style="list-style-type: none"> • physical conditions: <ul style="list-style-type: none"> • skills must be demonstrated in a seafood industry workplace or an environment that accurately represents workplace conditions • resources, equipment and materials: <ul style="list-style-type: none"> • sources of domestic market information and data • technology for analysing market and research data <p>Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.</p>	
Links	Companion Volumes, including Implementation Guides, are available at VETNet: https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273