

## Modification history

Release	Comments
Release 1	This version released with AHC Agriculture, Horticulture, Conservation and Land Management Training Package Version 4.0.

AHCBUS502XX	Market products and services
<b>Application</b>	<p>This unit of competency describes the skills and knowledge required to market products and services, including analysing data, investigating alternative marketing strategies for a product or service, developing marketing plans and implementing a marketing strategy for an organisation.</p> <p>This unit applies to those who market products and services, and who take personal responsibility and exercise autonomy in undertaking complex work. They analyse information and exercise judgement to complete a range of advanced skilled activities.</p> <p>All work must be carried out to comply with organisational requirements, work health and safety legislation and codes, sustainability practices and in consultation with the management team.</p> <p>No occupational licensing, legislative or certification requirements are known to apply to this unit at the time of publication.</p>
<b>Prerequisite Unit</b>	Nil
<b>Unit Sector</b>	Business (BUS)

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 market information	1.1 Identify, research and analyse existing or new markets for existing or new products or services, using techniques to ensure reliable data 1.2 Analyse past trends and developments to determine market variability and associated risks 1.4 Identify and evaluate competing products and determine strengths and weaknesses of own products 1.5 Monitor market environment to ensure information is current and reliable 1.6 Identify the legal, ethical and environmental constraints of the markets and their effect on the enterprise 1.7 Identify product specifications that suit market requirements and price advantage at the time 1.8 Present clear and concise information to the enterprise management team
2. Identify and evaluate factors to include in a marketing plan	2.1 Identify and evaluate production processes to ensure required product specifications are met 2.2 Identify and assess alternative selling strategies and techniques to identify marketing targets and methods 2.3 Identify and assess distribution channels and their role in marketing strategies 2.4 Incorporate suitable advice of marketing professionals in marketing plan

<b>Elements</b>	<b>Performance Criteria</b>
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
3. Develop a marketing plan for your products and services	3.1 Establish marketing objectives based on current and potential product specifications 3.2 Establish appropriate production processes to ensure product specifications are met 3.3 Select selling strategies to ensure required prices are achieved 3.4 Determine appropriate distribution channel options to ensure access to target markets is achieved efficiently and appropriately 3.5 Establish time-frames for production, distribution and selling activities 3.6 Develop a gross margin budget to demonstrate the cost effectiveness of the marketing plan 3.7 Develop partial gross margin budgets to accommodate market variability 3.8 Compile and document the marketing plan
4. Determine promotional strategies	4.1 Prepare and record detailed plans for promotional activities 4.2 Outline objectives, level of exposure and available markets 4.3 Ensure strategies take account of time management and scheduling issues, and resource constraints 4.4 Create promotional materials that enhance the product and commercial presentation 4.5 Record and communicate priorities, responsibilities, timelines and budgets for promotional activities
5. Implement marketing activities	5.1 Schedule planned marketing activities within appropriate timeframes 5.2 Develop measurable performance targets that meet business plan objectives 5.3 Organise distribution channels and ensure product and service information is accurate and readily available to clients 5.4 Implement marketing activities within budgetary constraints to meet legal, ethical and enterprise requirements
6. Evaluate marketing performance	6.1 Review the established marketing objectives to ensure they remain viable 6.2 Make an objective assessment of the marketing plan and its implementation by comparing current activity against the established objectives 6.3 Assess product, pricing and distribution policies in relation to market changes, marketing objectives and enterprise requirements 6.4 Identify areas of positive marketing performance and take corrective action to remedy poor marketing performance 6.5 Document and distribute information for continual analysis and effective planning management

<b>Foundation Skills</b>	
<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>	
<b>Skill</b>	<b>Description</b>
Numeracy	<ul style="list-style-type: none"> <li>Analyse past financial trends and forecast future trends</li> </ul>
Get the work done	<ul style="list-style-type: none"> <li>Problem solve issues as they arise</li> </ul>

<b>Unit Mapping Information</b>			
<b>Code and title current version</b>	<b>Code and title previous version</b>	<b>Comments</b>	<b>Equivalence status</b>
AHCBUS502XX Market products and services	AHCBUS502 Market products and services	Performance criteria clarified. Foundation skills added. Assessment requirements updated.	Equivalent unit

<b>Links</b>
Companion Volumes, including Implementation Guides, are available at VETNet: <a href="https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72">https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72</a>

<b>TITLE</b>	<b>Assessment requirements for AHCBUS502 Market products and services</b>
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**Performance Evidence**

An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit. There must be evidence that the individual has marketed at least one product or service, including:

- collected, analysed and presented data about the product or service, in the internal and external business environment
- identified the marketable features of the product or service and potential markets
- assessed alternative marketing strategies and techniques to meet business plan objectives
- evaluated performance targets and recommend modifications or improvements
- implemented and evaluated the marketing strategy
- planned promotional activities
- monitored pricing and distribution policies to improve market performance.

**Knowledge Evidence**

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:

- markets specific to the product or service, such as wholesalers; retailers; exporters; local, national and/or international customers
- sales networks and distribution systems, customer trends and preferences, relevant to product or service
- financial management and budgeting practices
- price risk management
- performance evaluation measures for relevant product or service
- competitors' strengths and weaknesses
- customer relations policies
- enterprise goals, objectives and directions
- sales and marketing principles and practices
- principles of trend analysis
- legal issues that affect marketing activities (trade practices, Fair Trading Acts, Sales of Goods Acts)
- demographic studies and their application in the development of a marketing plan.

**Assessment Conditions**

Assessment of skills must take place under the following conditions:

- physical conditions:
  - skills must be demonstrated in an environment that accurately represents workplace conditions
- resources, equipment and materials:
  - products or services to be marketed
  - access to relevant market information
- specifications:
  - legislation, regulations and guidelines for marketing and selling products and/or services.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

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