



Australian Government

Department of Education, Employment and Workplace Relations

AHCAGB601A Develop export markets for produce

Release: 1

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Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit covers the processes of evaluating a product for export, developing an export market and implementing an export strategy and defines the standard to: research and analyse product knowledge; establish market potential; and develop the export market strategy.
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Application of the Unit

Application of the unit	This unit applies to the research and analyse markets and the determination of the capability of a business to meet the market requirements.
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Not Applicable

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
1. Evaluate export potential	1.1. Competitive advantages and disadvantages for the proposed product are identified in respect to the products entry to overseas markets. 1.2. Features of potential markets are analysed in respect to cultural factors, quality requirements, government regulations and other economic, political and social factors. 1.3. Business resources are analysed for their appropriateness and capacity to contribute to the marketing effort. 1.4. Available capital and time are identified for the development of the export plan.
2. Develop export strategy	2.1. Customer analysis is conducted and the market niche defined. 2.2. Operational plan is developed to address the market mix. 2.3. Budgets are prepared to address the investment required in the operational plan. 2.4. Overseas visit is planned and conducted to confirm the target market and initiate negotiations.
3. Implement export strategy	3.1. Steps in an export transaction are identified and addressed. 3.2. Documentation requirements for export is identified and prepared.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- evaluate export potential
- develop export strategy
- implement export strategy
- use literacy skills to fulfil job roles as required by the organisation. The level of skill may range from reading and understanding documentation to completion of written reports
- use oral communication skills/language competence to fulfil the job role as

REQUIRED SKILLS AND KNOWLEDGE

specified by the organisation, including questioning, active listening, asking for clarification, negotiating solutions and responding to a range of views

- use numeracy skills to estimate, calculate and record complex workplace measures
- use interpersonal skills to work with others and relate to people from a range of cultural, social and religious backgrounds and with a range of physical and mental abilities.

Required knowledge

- sources of information in respect to export requirements
- requirements set out in standards, codes of practice, quality assurance (QA) processes and procedures
- marketing plan formats
- cash flow budgeting techniques
- sensitivity analysis and investment evaluation.

Evidence Guide

EVIDENCE GUIDE	
The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>The evidence required to demonstrate competency in this unit must be relevant to workplace operations and satisfy holistically all of the requirements of the performance criteria and required skills and knowledge and include achievement of the following:</p> <ul style="list-style-type: none"> • research and analyse product knowledge • establish market potential • develop the export market strategy.
Context of and specific resources for assessment	Competency requires the application of work practices under work conditions. Selection and use of resources for some worksites may differ due to the regional or enterprise circumstances.

Range Statement

RANGE STATEMENT	
The range statement relates to the unit of competency as a whole.	
Market for export includes:	<ul style="list-style-type: none"> • agricultural products and services • horticultural products and services.

Unit Sector(s)

Unit sector	Agribusiness
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Co-requisite units

Co-requisite units		

Competency field

Competency field	
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