

## BSBSBM403A Promote the business

### Unit descriptor

This unit covers the development and implementation of marketing strategies and the monitoring and improvement of market performance. It is suitable for setting up or existing micro and small businesses or a department in a larger organisation.

This unit is related to BSBSBM404A Undertake business planning.

### ELEMENT

### PERFORMANCE CRITERIA

- |   |  |     |   |
|---|--|-----|---|
| 1 | Develop marketing strategies               | 1.1 | The business and its key products or services are analysed to determine the focus of marketing activities in accordance with the objectives of the business plan  |
|   |  | 1.2 | Customer base and target market for the business are evaluated as a basis for marketing strategies  |
|   |  | 1.3 | <i>Marketing objectives</i> and strategies are determined in consultation with <i>relevant people</i> in accordance with the business plan  |
| 2 | Determine a marketing mix for the business | 2.1 | Product mix, volumes and <i>pricing</i> are balanced to optimise sales and profit   |
|   |  | 2.2 | The costs and benefits of using <i>different distribution channels</i> and/or providing <i>different levels of customer service</i> are evaluated and the results considered in determining the marketing mix |
|   |  | 2.3 | Promotional activities are determined to suit the target market   |
|   |  | 2.4 | Customer needs and preferences are considered in determining the marketing mix  |
|   |  | 2.5 | Marketing mix is determined according to market and business needs  |
| 3 | Implement marketing strategies             | 3.1 | Persons involved in the marketing effort are briefed on their roles and responsibilities to ensure the success of marketing strategies  |
|   |  | 3.2 | <i>Promotional activities</i> are planned and implemented in accordance with marketing objectives and budgetary requirements  |
| 4 | Monitor and improve marketing performance  | 4.1 | Ongoing monitoring of marketing activities and evaluation of business performance is conducted according to the objectives and targets of the business plan   |

## BSBSBM403A Promote the business

### ELEMENT

### PERFORMANCE CRITERIA

- 4.2 *Performance gaps* analysed and corrective action taken or new targets set
- 4.3 All relevant people are encouraged to propose ways to improve marketing performance
- 4.4 *Customer reaction* to all aspects of the marketing mix is sought and analysed to improve targeting and outcomes
- 4.5 Ongoing research of customer requirements is conducted to identify *opportunities for change and improvement*
- 4.6 Changes in market opportunities are monitored and investigated for new business opportunities to aid business development

### RANGE STATEMENT

The range statement provides advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment. The following variables may be present for this particular unit:

**Legislation, codes and national standards relevant to the workplace** that may include:

- award and enterprise agreements and relevant industrial instruments
- national, state/territory and local government legislative requirements affecting business operation, especially in regard to occupational health and safety and environmental issues, EEO, industrial relations and anti-discrimination
- relevant industry codes of practice.

**Marketing strategies** may include:

- product design and packaging
- pricing, presentation and display of products/services
- promotion and advertising
- product range and mix
- distribution
- achieving lower costs of production and distribution than competitors
- pursuing cost leadership and/or product differentiation within a specialist market segment
- creating a very different product line or service so that the business becomes a class leader in the industry.

## **BSBSBM403A Promote the business**

### **Relevant people** may include:

- owner/operator, partners
- financial backers, clients
- accountant or other specialist services
- family members, work team members, sub-contractors
- franchise agency
- trade or industry associations
- regulatory bodies.

### **Marketing mix** may include:

- technical features, design
- quality, range
- safety features
- pricing
- promotion, distribution
- level of service.

### **Distribution channels** may include:

- self-access, wholesale, retail
- distributor, delivery service, mail order, telesales
- dealer, re-seller and franchisee.

### **Level of customer service** may include:

- sales assistance for problems/queries only
- one-on-one personal service
- after sales service.

### **Promotional activities** may include:

- advertising in national suburban or local newspapers
- website
- word of mouth, referrals and testimonials
- professional/industry journals
- advertising on radio or television
- mail drops
- display posters
- canvassing and telephone canvassing
- exhibitions, in-store promotions
- sponsorship
- the development of networks and strategic alliances
- staff development programs to enhance customer service orientation.

## BSBSBM403A Promote the business

**Performance gaps** may include under or over achievement of performance targets

**Customer reaction** may be determined through:

- survey/other feedback mechanisms
- informal discussion
- customer meetings, focus groups
- sales to contact ratio
- trend analysis
- identification of new business opportunities.

### EVIDENCE GUIDE

The evidence guide identifies the critical aspects, knowledge and skills to be demonstrated to confirm competence for this unit. This is an integral part of the assessment of competence and should be read in conjunction with the range statement.

#### Critical aspects of evidence

Ability to:

- develop a marketing strategy and choice of marketing mix to complement the business plan
- implement and monitor the marketing strategy/plan to optimise the chances of business success.

#### Underpinning knowledge

At this level the learner must demonstrate understanding of a broad knowledge base incorporating some theoretical concepts.

- National, state/territory and local government legislative requirements affecting business operation, especially in regard to occupational health and safety and environmental issues, EEO, industrial relations and anti-discrimination.
- Relevant marketing concepts and methods.
- Relevant market analysis and research.
- Methods of developing marketing objectives and marketing mix.
- Methods of analysing costs and benefits of marketing strategies.
- Methods of monitoring customer satisfaction.
- Industry market trends.

#### Underpinning skills

- Literacy and numeracy skills to research information and to interpret market data.
- Communication including questioning, clarifying, reporting.
- Numeracy skills for data analysis.
- Ability to relate to people from a range of social, cultural and ethnic backgrounds and physical and mental abilities.

## BSBSBM403A Promote the business

### Resource implications

The learner and trainer should have access to appropriate documentation and resources normally used in the workplace.

### Consistency of performance

In order to achieve consistency of performance, evidence should be collected over a set period of time which is sufficient to include dealings with an appropriate range and variety of situations.

### Context of assessment

- Competency is demonstrated by performance of all stated criteria, including paying particular attention to the critical aspects and the knowledge and skills elaborated in the evidence guide, and within the scope as defined by the range statement.
- Assessment must take account of the endorsed assessment guidelines in the Business Services Training Package.
- Assessment of performance requirements in this unit should be undertaken in an actual workplace or simulated environment. Add in additional industry requirements if appropriate.
- Assessment should reinforce the integration of the key competencies and the business services common competencies for the particular AQF level. Refer to the key competency levels at the end of this unit.

### Key competency levels

- **Collecting, analysing and organising information** (level 2) to develop marketing strategies.
- **Communicating ideas and information** (level 2) to consult with relevant people.
- **Planning and organising activities** (level 3) to implement marketing strategy.
- **Working with teams and others** (level 2) to gain support for the plan.
- **Using mathematical ideas and techniques** (level 2) to research market needs.
- **Solving problems** (level 3) to determine the optimum marketing mix.
- **Using technology** (level 2) to optimise business performance.

Please refer to the assessment guidelines for advice on how to use the key competencies