### RPL/RCC Standard



### BSBSMB403 – Market the small business

**How to complete this form:**

Complete all areas in **blue** on the following pages by providing information on your previous skills and qualifications using the information below as a guide.

**Unit Description:**

This unit of competency describes the skills and knowledge required to monitor and improve business performance via a clear strategy complementing the business plan.

### To gain RPL for this unit of competency the applicant must meet the following benchmarks along with providing evidence that their current level of knowledge and skills is

relevant to all performance criteria, knowledge and **performance evidence**. This unit applies to community services or health workers who have defined responsibilities to work independently with clients within broad but established guidelines.

**The applicant must provide evidence of the following to gain RPL for this unit:**

* The applicant must have experience in determining marketing strategies and marketing mixes according to the market, customer base and their business plan
* Have completed research of customer requirements to improve marketing performance
* The applicant must demonstrate knowledge of all Performance Criteria, Essential Knowledge and Skills

**Example Evidence:**

### Relevant transcript & certificate with the completion of similar unit of competence

### Marketing research, strategies completed within a business plan

* Current work within similar role where marketing activities are completed – letter from employer outlining job role

### Evidence documents MUST include, but not limited to:

* Evidence of completing sales and profit analyse, customers’ needs analyse, promotional activities, marketing strategies including briefing appropriate personnel on their responsibilities. This may have been completed within the development of a business plan for a business.
* Copy of marketing documentation e.g. business cards, pamphlets, website

### *Unit Evidence Description*



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| **Applicant Name** |  |  |  |



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| HLT42015 | | Certificate IV in Massage Therapy | | **BSBSMB403** | **Market the small business** | **Office Use Only** | |
| HLT52015 | | Diploma of Remedial Massage | |
| **Type of Unit:** Elective | | **Prerequisite:** None | | **Sufficient** | **F.E.R.** |
| **Elements / Performance Criteria** | | | **EVIDENCE** *(Applicant; Explain in detail how your evidence relates to the required knowledge listed)* | | |  |  |
| **1.** **Develop marketing strategies** | | | | | | | |
| 1.1 | Analyse the business and its key products or services to determine focus of marketing activities, in accordance with objectives of the business plan | |  | | |  |  |
| 1.2 | Evaluate customer base and target market for the small business as a basis for marketing objectives and strategies | |  |  |
| 1.3 | Determine marketing objectives and strategies are ethically and culturally appropriate, in consultation with relevant people and in accordance with the business plan | |  |  |
| **2. Determine a marketing mix for the business** | | | | | | | |
| 2.1 | Balance product mix, volumes and pricing to optimise sales and profit | |  | | |  |  |
| 2.2 | Evaluate costs and benefits of using different distribution channels and/or providing different levels of customer service, and consider results in determining marketing mix | |  |  |
| 2.3 | Determine promotional activities to suit target market | |  |  |
| 2.4 | Consider customer needs and preferences in determining marketing mix | |  |  |
| 2.5 | Determine marketing mix according to market and business needs | |  |  |

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| **3. Implement marketing strategies** | | | | |
| 3.1 | Brief those involved in the marketing effort on their roles and responsibilities, to ensure success of marketing strategies |  |  |  |
| 3.2 | Plan and implement promotional activities, in accordance with marketing objectives and budgetary requirements |  |  |
| **4. Monitor and improve marketing performance** | | | | |
| 4.1 | Monitor marketing activities and evaluate business performance according to objectives and targets of the business plan |  |  |  |
| 4.2 | Analyse performance gaps and take corrective action or set new targets |  |  |
| 4.3 | Encourage all relevant people to propose ways to improve marketing performance |  |  |
| 4.4 | Seek and analyse customer reaction to all aspects of the marketing mix, using culturally appropriate processes, to improve targeting and outcomes |  |  |
| 4.5 | Conduct ongoing research of customer requirements to identify opportunities for change and improvement |  |  |
| 4.6 | Monitor and investigate market changes for new opportunities to aid business development |  |  |

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| **Knowledge Evidence** | **EVIDENCE***(Applicant; Explain in detail how your evidence relates to the required knowledge listed)* | **Office Use Only** | |
|  | | **Sufficient** | **F.E.R.** |
| Discuss industry market trends |  |  |  |
| Identify performance evaluation methods |  |  |  |
| Explain methods of analysing costs and benefits of marketing strategies |  |  |  |
| Summarise methods of developing marketing objectives and marketing mix |  |  |  |
| Outline methods of monitoring customer satisfaction |  |  |  |
| Identify relevant market analysis and research |  |  |  |
| Provide a detailed explanation of relevant marketing concepts and methods. |  |  |  |

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| **Performance Evidence** | **EVIDENCE** *(This evidence will be collected via documents outlined on first page & oral questioning if required)* | **Office Use Only** | |
|  | | **Sufficient** | **F.E.R.** |
| Determine objectives of the business plan, including marketing activity focus | *This evidence will be collected via submission of documentation requested on the first page.* |  |  |
| Evaluate customer base | *This evidence will be collected via submission of documentation requested on the first page and oral questioning* |  |  |
| Understand what is ethically and culturally appropriate | *Oral questioning* |  |  |
| Determine a marketing mix according to market and business needs, including:   * Ability to optimise sales and profit * Ability to evaluate costs and benefits * Determine customer needs and promotional activities | *This evidence will be collected via submission of documentation requested on the first page.* |  |  |
| Determine marketing strategies, including briefing appropriate personnel on their responsibilities | *Oral questioning* |  |  |
| Monitor and evaluate activities and performance, and correct performance gaps | *Oral questioning* |  |  |
| Consult and communicate effectively with relevant people | *Oral questioning* |  |  |
| Research and monitor ongoing changes and improvements. | *This evidence will be collected via submission of documentation requested on the first page and oral questioning* |  |  |

**Office Use Only**

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| **RPL Outcome** | | | | |
| **RPL Achieved** | Yes □ | No □ | |
| **Further Evidence Required** | Yes □ | No □ | |
| **Further Evidence *(list of required evidence)*** | | | | |
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| *RPL Assessor Name:* | | | *Date:* | |