

**Modification history**

<b>Release</b>	<b>Comments</b>
Release 1	This version released with SFI Seafood Industry Training Package Version 1.0.

<b>SFISAD403</b>	<b>Analyse international seafood market opportunities</b>
<b>Application</b>	<p>This unit of competency describes the skills and knowledge to analyse international markets for seafood products. It includes the ability to conduct a supply chain analysis, research existing and potential new market opportunities, interpret international data, product specifications and record and present findings.</p> <p>The unit applies to individuals who undertake international market analysis for seafood cooperatives, wholesale or retail outlets in establishing new international seafood buyers.</p> <p>No occupational licensing, legislative or certification requirements apply to this unit at the time of publication.</p>
<b>Prerequisite Unit</b>	Nil
<b>Unit Sector</b>	Seafood Industry Sales and Distribution (SAD)

<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>
1. Analyse existing international markets	1.1 Develop standardised criteria for evaluating international markets 1.2 Identify existing international markets for similar seafood products 1.3 Document a supply chain analysis of existing international markets
2. Identify new potential international markets	2.1 List potential international 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 and target countries 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

<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>Calculate and estimate market characteristics from numerical data and statistical information</li> </ul>
Reading	<ul style="list-style-type: none"> <li>Access sources of market information</li> </ul>
Writing	<ul style="list-style-type: none"> <li>Record and synthesise relevant data into appropriate formats</li> </ul>
Interact with others	<ul style="list-style-type: none"> <li>Select and use appropriate vocabulary, conventions and protocols, including technical language, in interactions with buyers</li> <li>Adapt communication style and content, including personal, social and cultural factors, to build rapport with buyers</li> </ul>
Get the work done	<ul style="list-style-type: none"> <li>Plan, monitor and manage relatively complex, routine and non-routine tasks, making adjustments as necessary</li> <li>Use computer technologies to analyse market and research data</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>
SFISAD403 Analyse international seafood market opportunities		New unit	No equivalent

<b>Links</b>	Companion Volumes, including Implementation Guides, are available at VETNet: <a href="https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273">https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273</a>
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<b>TITLE</b>	<b>Assessment requirements for SFISAD403 Analyse international seafood market opportunities</b>
<b>Performance Evidence</b>	
<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 international seafood market opportunities on at least one occasion including:</p> <ul style="list-style-type: none"> <li>• developing criteria for evaluating international markets</li> <li>• undertaking a supply chain analysis for existing and new markets</li> <li>• identifying existing international seafood markets</li> <li>• communicating with potential international market stakeholders in a culturally appropriate manner</li> <li>• researching relevant information of international seafood market opportunities</li> <li>• collating and presenting relevant information and data.</li> </ul>	
<b>Knowledge Evidence</b>	
<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"> <li>• international seafood products and specifications</li> <li>• international seafood supply chains</li> <li>• international seafood markets</li> <li>• regulatory costs and requirements of both source and target countries</li> <li>• cultural norms for communicating with buyers of the target country.</li> </ul>	
<b>Assessment Conditions</b>	
<p>Assessment of this unit of competency must take place under the following conditions:</p> <ul style="list-style-type: none"> <li>• physical conditions: <ul style="list-style-type: none"> <li>• skills must be demonstrated in a seafood industry workplace or an environment that accurately represents workplace conditions</li> </ul> </li> <li>• resources, equipment and materials: <ul style="list-style-type: none"> <li>• sources of market information and data</li> <li>• technology for analysing market and research data</li> </ul> </li> </ul> <p>Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.</p>	
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