

Modification history

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

| AHCAGB601XX | Develop export markets for produce |
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| Application | <p>This unit of competency describes the skills and knowledge required to evaluate and develop a product for export.</p> <p>This unit applies to individuals who take personal responsibility and exercise autonomy in undertaking complex work. They must analyse information and exercise judgement to complete a range of advanced skilled activities.</p> <p>All work must be carried out to comply with workplace procedures, work health and safety legislation and codes, and sustainability practices.</p> <p>No occupational licensing, legislative or certification requirements are known to apply to this unit at the time of publication.</p> |
| Prerequisite Unit | Nil |
| Unit Sector | Agribusiness (AGB) |

| Elements | Performance Criteria |
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| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i> |
| 1.Evaluate export potential | 1.1 Identify competitive advantages and disadvantages for the proposed product, in respect to the product's entry to overseas markets 1.2 Analyse features of potential markets in respect to cultural factors, quality requirements, government regulations and other economic, political and social factors 1.3 Analyse business resources for their appropriateness and capacity to contribute to the marketing effort 1.4 Identify available capital and time for the development of the export plan |
| 2.Develop export strategy | 2.1 Conduct customer analysis and define the market niche 2.2 Develop operational plan to address the market mix 2.3 Prepare budgets to address the investment required in the operational plan 2.4 Plan overseas visit to confirm the target market and initiate negotiations |
| 3.Implement export strategy | 3.1 Identify and address steps in an export transaction 3.2 Identify and prepare documentation requirements for export |

| Foundation Skills | |
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| <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> | |
| Skill | Description |
| Reading | <ul style="list-style-type: none"> Access and interpret legislation, regulations and guidelines relevant to exporting goods from Australia |
| Writing | <ul style="list-style-type: none"> Develop export plan and complete export documentation |
| Oral communication | <ul style="list-style-type: none"> Establish networks, negotiate agreements and resolve conflicts in a cross cultural environment |

| Unit Mapping Information | | | |
|---|---|---|---------------------------|
| Code and title current version | Code and title previous version | Comments | Equivalence status |
| AHCAGB601XX Develop export markets for produce | AHCAGB601 Develop export markets for produce | Performance criteria clarified. Foundation skills added. Assessment requirements updated. | Equivalent unit |

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

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| TITLE | Assessment requirements for AHCAGB601XX Develop export markets for produce |
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| Performance Evidence |
| <p>An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit. There must be evidence that the individual has developed an export market for at least one product, including:</p> <ul style="list-style-type: none"> • researched and analysed product knowledge • analysed a market and established market potential • developed and implemented an export market strategy. |

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| Knowledge Evidence |
| <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"> • export requirements for identified product • Australian and international export and import regulations • international regulations, pricing structures, import and export factors, production times, quality assurance factors, and production and marketing arrangements, relevant to product • requirements of standards, codes of practice, quality assurance (QA) processes and procedures, relevant to product • marketing plan formats • cash flow budgeting techniques • sensitivity analysis and investment evaluation • communication and negotiation skills to deal with international export arrangements. |

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| Assessment Conditions |
| <p>Assessment of skills must take place under the following conditions:</p> <ul style="list-style-type: none"> • physical conditions: <ul style="list-style-type: none"> • skills must be demonstrated in an environment that accurately represents workplace conditions • resources, equipment and materials: <ul style="list-style-type: none"> • product for export • access to information about international market relevant to product • communications technology to interact with potential overseas customers • specifications: <ul style="list-style-type: none"> • legislation, regulations and guidelines for the export of goods from Australia. <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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