



CATAPULT

BSBMKG512

Forecast international market and business needs

Table of Contents (Extract)

NOTE: This is a sample only. This cover page is not included in Catapult Smallprint's printed books.

This Table of Contents extract is taken from Catapult Smallprint's full hardcopy Trainer/Assessor Guide for the unit BSBMKG512.

For more information, including using our enhanced online version of this unit in Catapult LMS, or to purchase the Learner or Trainer printed books, please see this unit on our website by clicking this link:

<https://catapultlearning.com.au/product/BSBMKG512/>

Trainer/assessor guide

BSBMKG512

Forecast international market and business needs

Welcome to this unit of study

This unit describes the skills and knowledge required to gather intelligence about an international target market to inform business development.

It applies to individuals who possess a sound theoretical knowledge base in international business management and who have a range of managerial and supervisory skills to ensure business activities are conducted effectively.

In this role, individuals would have responsibility for forecasting international and business needs, collecting market intelligence, reviewing current business performance and capability, evaluating specific markets and documenting how a business can meet current and emerging needs.

It may be undertaken as:

- » part of a formal qualification nationally recognised through the Australian Qualifications Framework (AQF)
- » a stand alone unit
- » part of a formal skill set

Contents

About this trainer/assessor guide	4
Learning resource	5
Topic 1: Collect market intelligence	5
Gather and document market intelligence	5
Further sources of market intelligence	8
Evaluate commercial services providing market intelligence	11
Analyse market intelligence and evaluate the organisation's marketing performance	14
Check your understanding	19
Topic 2: Review current business performance and capability	21
Core activities, customer bases, values and directions	21
Current and past performance comparisons	25
Strengths, weaknesses and critical success factors	29
Current capabilities and resources.....	34
Current competitive position	39
Check your understanding	43
Topic 3: Evaluate the specific market	45
Trends and developments.....	45
Gather and analyse comparative international market information as a basis for reviewing business performance.....	53
Analyse competitive performance to identify opportunities or threats within the market	55
Advance warning of new products, services, technology or new markets	58
Legal, ethical and environmental constraints	60
Check your understanding	67
Topic 4: Document how business can meet current and emerging needs of the target market	69
Underserved market needs	69
Market changes that link to the organisation's strengths or capabilities	71
Different forecasting techniques	73
Forecasting and identifying business needs	76
Check your understanding	77
References.....	79
Assessment workbook	81
Unit information	83
What is competency-based assessment?.....	84
How will my competency be assessed?.....	85
Assessment agreement.....	86
Foundation skills checklist.....	87
Skills recognition	88
Topic 1: Collect market intelligence	89
Topic 2: Review current business performance and capability	90
Topic 3: Evaluate the specific market	91
Topic 4: Document how business can meet current and emerging needs of the target market	92

Knowledge questions	93
Topic 1: Collect market intelligence	94
Topic 2: Review current business performance and capability	99
Topic 3: Evaluate the specific market	108
Topic 4: Document how business can meet current and emerging needs of the target market	114
Topic 5: Specific knowledge evidence	120
Performance tasks.....	125
Third party evidence collection agreement	126
Topic 1: Collect market intelligence	127
Topic 2: Review current business performance and capability	130
Topic 3: Evaluate the specific market	132
Topic 4: Document how business can meet current and emerging needs of the target market	134
Completion record.....	136
Unit mapping.....	137
Trainer/ assessor user instructions.....	141

About this trainer/assessor guide

Learning resource

The learning resource is divided into the following topics:

- » Collect market intelligence
- » Review current business performance and capability
- » Evaluate the specific market
- » Document how business can meet current and emerging needs of the target market

Each topic provides information to help you gain the skills and knowledge required to perform the work tasks to which they refer. Read the information and practise the skills described. You should also take the opportunity to undertake additional independent research. Your trainer/assessor may also provide supplementary information including interpretation of the contents of this resource.

At the end of each topic is:

- » a set of true or false questions
- » a set of multiple choice questions

These questions provide an opportunity to check your understanding and progress. They are self-marking and do not form part of the assessment for the unit.

Assessment workbook

To have this unit recognised as a formal qualification you need to have your skills and knowledge assessed. The assessment workbook provides:

- » information on competency-based assessment
- » instructions on how you will be assessed
- » assessment tools to assess your competence
- » instructions on how to complete the assessment tasks within each assessment tool

To be assessed as competent you need to provide evidence that you have the skills and knowledge to undertake the requirements of this unit. This assessment of competency is made by a qualified trainer/assessor from a registered training organisation. You must complete all the assessments as directed by your trainer/assessor to the required standard. It is not necessary to work through the guide in the order in which it is written. However this is at the discretion of your trainer/assessor.

Disclaimer

Information contained in this resource is drawn from sources believed to be reliable. The firm, its employees, agents and contractors do not warrant the correctness of the sources used and accept no responsibility to any person for any errors or omissions or for any loss or damage howsoever caused from the use of this resource.
