

## 40073 Produce a promotion plan for automotive products

<b>Kaupae   Level</b>	4
<b>Whiwhinga   Credit</b>	6
<b>Whāinga   Purpose</b>	<p>This skill standard is intended for people who are already working in the automotive industry. They will be able to produce an automotive product promotion plan including determining promotion costs and projected sales.</p> <p>This skill standard aligns with New Zealand Automotive qualifications Level 3 and above.</p>

### Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria

Hua o te ako   Learning outcomes	Paearu aromatawai   Assessment criteria
1. Produce a promotion plan for automotive products.	a. Select automotive promotional product and identify target customers.
	b. Determine sufficient quantity of product is available for the term of the promotion.
	c. Determine appropriate advertising media for product promotion.
	d. Determine promotional costs and projected sales and profitability of product promotion.
	e. Evaluate potential benefits and risks of different methods of promotion.
	f. Analyse competitor activities and identify market positioning and gaps in market when formulating a plan.
	g. Produce and present a promotional plan.

### Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria

Assessment specifications:

Evidence of least two different promotional plans is required:

- For each promotional plan, evidence of at least two different advertising media is required.
- Each promotional plan must include financial projection, length of promotion, method of measuring the effectiveness of the promotion and method of obtaining customer feedback.

Evidence presented for assessment against this skill standard must be consistent with safe working practices and be in accordance with applicable service information, workplace procedures and legislative requirements.

Definition:

*Workplace procedures* refer to organisation policies and procedures that are documented in memo, electronic, or manual format and available in the workplace. They may include but are not limited to – standard operating procedures, site specific procedures, site safety procedures, equipment operating procedures, quality assurance procedures, product quality specifications, manufacturer’s requirements, references, approved codes of practice, housekeeping standards, environmental considerations, on-site briefings, supervisor’s instructions, and procedures to comply with legislative and local body requirements relevant to the automotive industry.

### **Ngā momo whiwhinga | Grades available**

Achieved

### **Ihirangi waitohu | Indicative content**

#### **Planning and preparation**

- Purpose of planning an automotive product promotion.
- Business considerations when selecting automotive products for promotion.
- Benefits and risks of different methods of promotion such as in combination with supplier, in-house, direct marketing, showroom, word of mouth, online advertising or social media.
- Target audience and their needs.
- How to carry out an automotive product promotion (steps).
- Promotion budget and costs.
- Promotion timing.
- Competitor analysis – strengths, weaknesses, strategies and market positioning.
- Evaluation of effectiveness of an automotive product promotion.

#### **Producing a plan**

- Content, structure and layout.
- Visual presentation.
- Management approval for plan.

### **Rauemi | Resources**

Legislation relevant to this skill standard includes but is not limited to:

- Health and Safety at Work Act 2015
- Consumer Guarantees Act 1993
- Fair Trading Act 1986.

Any new, amended or replacement Acts, regulations, standards, codes of practice, guidelines, or authority requirements or conditions affecting this skill standard will take precedence for assessment purposes, pending review of this skill standard. Legislation can be accessed at:

<https://www.legislation.govt.nz>.

**Pārongo Whakaū Kounga | Quality assurance information**

<b>Ngā rōpū whakatau-paerewa  </b> Standard Setting Body	Hanga-Aro-Rau Manufacturing, Engineering and Logistics Workforce Development Council
<b>Whakaritenga Rārangi Paetae Aromatawai  </b> DASS classification	Engineering and Technology > Motor Industry > Automotive Sales
<b>Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga  </b> CMR	0014

<b>Hātepe  </b> Process	<b>Putanga  </b> Version	<b>Rā whakaputa  </b> Review Date	<b>Rā whakamutunga mō te aromatawai  </b> Last date for assessment
<b>Rēhitatanga  </b> Registration	1	25 July 2024	N/A
<b>Kōrero whakakapinga  </b> Replacement information	This skill standard replaced unit standard 31647 and unit standard 31648.		
<b>Rā arotake  </b> Planned review date	31 December 2029		

Please contact Hanga-Aro-Rau Manufacturing, Engineering and Logistics Workforce Development at [qualifications@hangaarorau.nz](mailto:qualifications@hangaarorau.nz) to suggest changes to the content of this skill standard.