

40079 Identify potential markets for automotive products and purchase stock

Kaupae Level	4
Whiwhinga Credit	8
Whāinga Purpose	<p>This skill standard is intended for people who are already working in the automotive industry. They will be able to identify potential markets for automotive products, determine new products required to support new vehicle or machines, source and purchase stock.</p> <p>This skill standard aligns with New Zealand Automotive qualifications at Level 4 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. Identify the potential market for automotive products.	a. Identify potential demand for automotive products and methods of market research within the automotive industry.
	b. Identify areas of marketing opportunity which meet the potential market demand for automotive products.
	c. Identify competitor marketing and promotional activities for automotive products.
2. Determine automotive products required to support a new vehicle or machine in an automotive parts and accessories environment.	a. Identify parts and service requirements to support a new vehicle or machine.
	b. Determine stock quantities of new products required to support a new vehicle or machine.
3. Source automotive products in an automotive parts and accessories environment.	a. Define automotive product standards from product manufacturer information.
	b. Establish pricing and costing strategy with management of automotive business.
	c. Complete the negotiation process with automotive product suppliers within budgeted guidelines.

Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
4. Purchase stock in an automotive parts and accessories environment.	a. Complete purchase of automotive products.
	b. Complete legal documentation for automotive products.
	c. Explain the benefits of bulk purchasing in an automotive parts and accessories environment.
5. Introduce new products into an automotive parts and accessories environment.	a. Locate retail and storage space to house new products.
	b. Introduce new products into inventory system.

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

Assessment specifications:

A minimum of two automotive products must be identified, sourced and purchased, one of which must relate to a new vehicle or machine.

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.

Definitions:

Machines refer to machinery including forklifts, earth moving equipment, grader equipment, loaders, dozers, tractors, agricultural equipment, dump trucks, prime movers; electric machines including – forklift, walk-behind pallet, ride-on pallet, reach truck, order picker, counterbalance truck, turret truck.

New vehicle or machine refers to a vehicle, model or machine that has not previously been supported by an automotive parts and accessories business.

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 parts and accessories sector.

Ngā momo whiwhinga | Grades available

Achieved

Ihirangi waitohu | Indicative content

Market research

- Market research and promotion.
- Consultation with workshop and/or sales department to identify customer demand and service requirements for new vehicles or machines.

Purchasing products

- Pricing and costing strategies.
- Negotiation strategies.
- Benefits of bulk purchasing.
- Legal documentation for product purchases including freight handling.
- Customs clearance for automotive products sourced from overseas suppliers.

Rauemi | Resources

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

- Commerce Act 1986
- 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

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

Hātepe Process	Putanga Version	Rā whakaputa Review Date	Rā whakamutunga mō te aromatawai Last date for assessment
Rēhitatanga Registration	1	25 July 2024	N/A
Kōrero whakakapinga Replacement information	This skill standard replaced unit standard 388.		
Rā arotake Planned review date	31 December 2029		

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