

Title	Attract prospective purchasers for specific boats		
Level	5	Credits	8

Purpose	<p>People credited with this unit standard are able to: select target markets for specific boats; develop marketing strategies for specific boats; and implement marketing strategies.</p> <p>This unit standard is applicable to the brokerage and sale of pleasure power boats, pleasure sail boats, charter boats, and commercial boats.</p>
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Classification	Boating Industries > Marine Sales and Services
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Available grade	Achieved
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Guidance Information

- 1 Recommended for entry: Unit 11767, *Prepare descriptive reports of pleasure power boats*, or Unit 11768, *Prepare descriptive reports of pleasure sail boats*; or Unit 11769, *Prepare descriptive reports of charter boats and commercial boats*.
- 2 Learners undertaking assessment against this unit standard are expected to comply with the following legislation and any subsequent amendments –
 - Maritime Transport Act 1994
 - Fair Trading Act 1986
 - Privacy Act 1993
 - Consumer Guarantees Act 1993.
- 3 Evidence of the elements of this unit standard must be presented across one of the following three contexts:
boats – pleasure power boats, pleasure sail boats, charter or commercial boats.

Outcomes and performance criteria

Outcome 1

Select target markets for specific boats.

Performance criteria

- 1.1 Analysis of boat type, price, age, location, and features enables identification of the likely characteristics of prospective purchasers.

Range characteristics of prospective purchasers – income bracket, location, age range, usage requirements.

- 1.2 Research of recent market trends identifies areas of demand for the type of boat and its features.

Outcome 2

Develop marketing strategies for specific boats.

Range marketing strategies – direct marketing, direct contact, open days.

Performance criteria

- 2.1 Comparison of vendor requirements and target market characteristics enables marketing objectives, time schedules and budgets to be developed.

- 2.2 Advertising information and activities are selected to match advertising objectives, time schedules and budgets.

Range activities – direct marketing channels, media and materials, direct contact, Internet.

- 2.3 Advertisements promote the features and benefits of boats to the target market and are consistent with attracting the target market's attention and action.

Range newspapers, magazines, radio, television, window displays, direct mail.

- 2.4 Vendor agreement to marketing strategy and budget is obtained prior to implementing marketing strategies.

Outcome 3

Implement marketing strategies.

Performance criteria

- 3.1 Marketing strategies are implemented in accordance with company procedures and as agreed with vendors.

- 3.2 Analysis of information gathered from individuals identifies potential purchasers.

- 3.3 Confidentiality is maintained to vendors' instructions and the requirements of the Privacy Act 1993.

- 3.4 Files and sales activity records are maintained to company requirements.

- 3.5 Vendors are kept informed of developments within agreed timescales.

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	27 August 1997	31 December 2022
Revision	2	9 October 1998	31 December 2022
Revision	3	21 March 2001	31 December 2022
Revision	4	16 April 2004	31 December 2022
Rollover	5	20 March 2009	31 December 2022
Rollover and Revision	6	31 May 2018	31 December 2022
Review	7	24 September 2020	31 December 2022

Consent and Moderation Requirements (CMR) reference	0136
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.