

Title	Demonstrate knowledge of New Zealand marine industry product distribution		
Level	3	Credits	5

Purpose	People credited with this unit standard are able to: explain the requirements for product distribution in the New Zealand marine industry; identify and describe distribution supply chains in the marine industry; identify and describe the products distributed in the New Zealand marine industry; and identify and describe the customer types for marine products.
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Classification	Boating Industries > Marine Sales and Services
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Available grade	Achieved
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Guidance Information

None.

Outcomes and performance criteria

Outcome 1

Explain the requirements for product distribution in the New Zealand marine industry.

Performance criteria

- 1.1 Requirement for distribution in order to sell manufactured products is explained in terms of meeting buyer demand and servicing manufacturer output.
- 1.2 Requirement for distribution is explained for New Zealand manufactured marine products in order to achieve sales.
- 1.3 Requirement for distribution is explained for imported marine products in order to achieve sales.

Outcome 2

Identify and describe distribution supply chains in the marine industry.

Performance criteria

- 2.1 Types of organisations that distribute products in the marine industry are identified from manufacturer to the products reaching the end user.

- 2.2 The possible distribution channels for marine products are identified and compared with each other in terms of advantages and disadvantages.
- 2.3 The function and services of marine distributors are described at different stages of the supply chain.
- Range manufacturer distribution, wholesaler distribution, retail distribution.
- 2.4 Marine distributor margins are described at different stages of the supply chain.
- Range may include margin differences between product types and differences in distributor overheads.

Outcome 3

Identify and describe the products distributed in the New Zealand marine industry.

Performance criteria

- 3.1 Construction material categories used to build boats are identified and described in accordance with New Zealand marine industry use.
- 3.2 Product categories for equipment installed on boats are identified and described in accordance with New Zealand marine industry use.
- Range includes electronics, communication.
- 3.3 Marine accessory product categories are identified and described in accordance with New Zealand marine industry use.
- 3.4 Chandlery is described in accordance with New Zealand marine industry use.
- Range includes but is not limited to – rigging parts, interior hardware, deck hardware, fastenings, ground tackle, navigation equipment.
- 3.5 Ancillary product types from other complementary industries are described in terms of scope and use in the New Zealand marine industry.
- Range may include but is not limited to – fastenings, canvas work, sails, electronic equipment, interior hardware, upholstery, engineering parts and materials, clothing, fishing equipment, recreational equipment.

Outcome 4

Identify and describe the customer types for marine products.

Performance criteria

- 4.1 Customer types are identified and described in terms of their needs and requirements.
- Range includes but not limited to – retail purchasers, boat builders, retailers.
- 4.2 Customer types are matched to the most suitable distribution service type available to suit their requirements.
- 4.3 Product categories are matched to case study customer profiles, needs, and requirements.

Planned review date	31 December 2020
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	12 December 2008	N/A
Rollover and Revision	2	31 May 2018	N/A

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>.

Comments on this unit standard

Please contact the NZ Marine and Composites ITO training@nzmarine.com if you wish to suggest changes to the content of this unit standard.