

Title	Produce an automotive product promotion plan		
Level	4	Credits	4

Purpose	People credited with this unit standard are able to produce an automotive product promotion plan.
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Classification	Motor Industry > Automotive Sales
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Available grade	Achieved
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Guidance Information

- 1 It is recommended that people seeking credit for this unit standard first hold credit for Unit 31648, *Demonstrate knowledge of planning an automotive product promotion*.
- 2 Evidence presented for assessment against this unit standard must be consistent with safe working practices and be in accordance with applicable service information, company requirements and legislative requirements. This includes the knowledge and use of suitable tools and equipment.
- 3 Legislation, regulations and/or industry standards relevant to this unit standard include but are not limited to the:
 - Health and Safety at Work Act 2015;
 - Consumer Guarantees Act 1993;
 - Fair Trading Act 1986;
 and any subsequent amendments and replacements.
- 4 Definitions
Company requirements refer to instructions to staff on policy and procedures that are available in the workplace. These requirements may include – company policies and procedures, work instructions, product quality specifications and legislative requirements.
Service information may include – technical information for a vehicle, machine, or product detailing operation; installation and servicing procedures; manufacturer instructions; technical terms and descriptions; and detailed illustrations.

Outcomes and performance criteria

Outcome 1

Produce an automotive product promotion plan.

Performance criteria

- 1.1 Automotive promotional product is selected and target customers are identified.
- 1.2 Availability of sufficient product for the term of the promotion is established.
- 1.3 Advertising media is identified.

Range may include – display, print, online;
evidence of two different media is required.

- 1.4 Promotional costs and projected sales are identified.
- 1.5 Competitor activities are identified, analysed, and taken into account when formulating plan.
- 1.6 The promotional plan is produced.

Range financial projection, length of promotion, method of measuring the effectiveness of the promotion, method of obtaining customer feedback.

Replacement information	This unit standard and unit standard 31648 were replaced by skill standard 40073.
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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	13 December 2018	31 December 2027
Review	2	25 July 2024	31 December 2027

Consent and Moderation Requirements (CMR) reference	0014
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.