

<b>Title</b>	<b>Identify the market for automotive products and purchase stock</b>		
<b>Level</b>	<b>5</b>	<b>Credits</b>	<b>6</b>

<b>Purpose</b>	People credited with this unit standard are able to identify the market for automotive products, source automotive products, and purchase automotive stock.
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<b>Classification</b>	Motor Industry > Automotive Sales
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<b>Available grade</b>	Achieved
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### Guidance Information

- 1 Legislation relevant to this unit standard includes but is not limited to – Consumer Guarantees Act 1993; Fair Trading Act 1986.
- 2 Definition  
*Company requirements* refer to instructions to staff on policy and procedures which are documented in memo or manual format and are available in the workplace. These requirements include but are not limited to – company specifications and procedures, work instructions, manufacturer specifications, product quality specifications, and legislative requirements.
- 3 Range  
 A minimum of two automotive products must be identified, sourced and purchased.

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### Outcomes and performance criteria

#### Outcome 1

Identify the market for automotive products.

#### Performance criteria

- 1.1 The potential market demand for automotive products and methods of market research within the automotive industry are identified in accordance with company requirements.  
  
 Range methods include but are not limited to – telephone survey, mail survey, flyer attached to invoice, contacting lost customers from database records, as part of a media campaign promoting total business.
- 1.2 Areas of marketing opportunity which meet the potential market demand are identified in accordance with company requirements.

- 1.3 Competitor marketing and promotional activities are identified in accordance with company requirements.

## Outcome 2

Source automotive products.

### Performance criteria

- 2.1 Automotive product standards are defined from information gained from the product manufacturer.
- 2.2 Pricing and costing strategy is established with management in accordance with company requirements.
- 2.3 The negotiation process with suppliers is completed within budgeted guidelines in accordance with company requirements.
- Range includes but is not limited to – price, method of payment, quantity, quality, delivery, maintenance of stock level, marketing incentives, returns, warranties and/or guarantees.
- 2.4 Customs clearance is obtained where automotive products are sourced from overseas in accordance with company requirements.

## Outcome 3

Purchase automotive stock.

### Performance criteria

- 3.1 The purchase is made in accordance with company requirements.
- 3.2 Legal documentation is completed in accordance with legislative requirements.
- 3.3 The benefits of bulk purchasing are identified in accordance with company requirements.
- Range includes but is not limited to – cost advantage, ease of supply, marketing opportunities, price control.

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<b>Planned review date</b>	31 December 2023
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**Status information and last date for assessment for superseded versions**

Process	Version	Date	Last Date for Assessment
Registration	1	1 October 1993	31 December 2020
Review	2	4 October 1996	31 December 2020
Review	3	30 August 1999	31 December 2020
Review	4	21 September 2007	31 December 2020
Review	5	30 August 2018	N/A

**Consent and Moderation Requirements (CMR) reference**

0014

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

**Comments on this unit standard**

Please contact MITO New Zealand Incorporated [info@mito.org.nz](mailto:info@mito.org.nz) if you wish to suggest changes to the content of this unit standard.