

3155 Maximise sales of food products in a food retail environment

SQA Unit Code

H440 04

Level 3

SCQF Level 6

Credit value 6

Unit Summary

This unit is about the skills needed for you to maximise sales of food products in food and drink manufacture and/or supply operations. Maximising sales of food products is important to improving retail sales. It is also important to ensure product quality and availability.

You will need to be able to identify opportunities to increase retail sales through promotions and displays. You also need to show you can organise the promotion and display of food & drink products for sale. You must also show you can promote food & drink products to customers.

This unit is for you if you work in food and drink manufacture and/or supply operations and are involved in a food and drink retail environment. You may be responsible for, or part of a team, which inputs into the maximising of sales through product promotions and displays.

In order to be assessed as competent you must demonstrate to your assessor that you can consistently perform to the requirements set out below. Your performance evidence must include at least one observation by your assessor.

You must be able to:	You need to show: Evidence must be work-based, simulation alone is only allowed where shown in <i>bold italics</i>
<p>1. Identify opportunities to increase retail sales through promotions and displays</p> <p>This means you:</p> <p>Use current and recent performance, and other relevant information to identify opportunities to increase sales</p> <p>Plan promotions and displays and communicate and agree these plans with the relevant people encourage staff to identify potential opportunities to increase retail sales</p> <p>Organise promotional materials and ensure product availability</p>	<p>Evidence of identifying opportunities to increase retail sales through promotions and displays as part of your role in accordance with workplace procedures and within the limits of your own responsibilities.</p>

<p>Inform colleagues and staff of plans in advance</p>	
<p>2. Organise the promotion and display of food and drink products for sale</p> <p>This means you:</p> <p>Ensure that materials and equipment are clean, safe and in working order before use</p> <p>Organise sufficient resources to complete display explain the promotion's purpose and the display</p> <p>Organise the handling and display of products in accordance with hygiene and safety regulations, and within the required time limits, avoiding presentation risks of contamination or damage</p> <p>Ensure the completed presentation fulfils the requirements of the promotional plan.</p> <p>Select accurate and legal product/service information and ensure it is positioned to promote the products/services effectively to customers.</p>	<p>Evidence of organising the promotion and display of food and drink products for sale as part of your role in accordance with workplace procedures and within the limits of your own responsibilities.</p>
<p>3. Promote food & drink products to customers</p> <p>This means you:</p> <p>Provide customers with information about promotions in a manner which maximises sales identify and carry out actions which offer the greatest potential for converting promotions into sales</p>	<p>Evidence of promoting food and drink products to customers as part of your role in accordance with workplace procedures and within the limits of your own responsibilities.</p>
<p>4. Ensure displays are maintained</p> <p>This means you:</p> <p>Identify adjustments and modifications to improve the presentation of products and promotional material, and communicate these promptly and tactfully to the relevant staff</p> <p>Take prompt and appropriate remedial action if you encounter security risks or hazards to health and safety of customers, staff or stock</p> <p>Routinely monitor price marking, identify problems accurately with the displayed prices and</p>	<p>Evidence of ensuring displays are maintained as part of your role in accordance with workplace procedures and within the limits of your own responsibilities.</p>

<p>take appropriate corrective action</p> <p>Make up to date price information available to relevant staff at the correct time</p> <p>Collect, collate and accurately record information on price changes and identify potential legal problems in the pricing procedures and report to the relevant people as appropriate</p> <p>Implement procedures for maintaining the availability, condition and quality of products for sale, and monitor them to check their effectiveness</p> <p>Deal with out-of-date or deteriorating stock in ways which are consistent with organisational policy and any relevant legislation</p> <p>Ensure that stock replenishment plans are up-to-date and that they are relevant in terms of current demand, project changes in the level of demand and known other factors</p>	
<p>5. Assess the effectiveness of promotions</p> <p>This means you:</p> <p>Select assessment criteria and methods which are valid and fair and meet organisational requirements</p> <p>Make comprehensive assessments which take account of the accuracy and legibility of pricing</p> <p>Information and the appearance and condition of stock, fixtures and fittings, including health and safety features</p> <p>Invite staff to contribute to the assessment in a way that encourages constructive participation keep accurate records</p> <p>Report assessment findings and any suggestions for improvement clearly to the relevant people</p>	<p>Evidence of assessing the effectiveness of promotions as part of your role in accordance with workplace procedures and within the limits of your own responsibilities.</p>

You need to know and understand:

Evidence of knowledge and understanding should be collected during observation of performance in the workplace. Where it cannot be collected by observing performance, other assessment methods should be used.

1. how to identify and assess sales opportunities
2. how to plan promotions, including the type and quantity of resources required and communicate those plans to others
3. how to promote the features and benefits of products
4. how seasonal trends affect opportunities for sales
5. how to promote products in ways that gain and builds customer interest
6. the purpose and effectiveness of different types of displays
7. why it is important to check the accuracy and legal probity of information and how to check this information
8. how the positioning of product/service information influences its effectiveness in promoting products or services
9. required pricing, appearance and condition of goods
10. how to brief staff, using methods appropriate to the subject and target group
11. the objectives and space/layout requirements of the display and the timetable and plan for setting up and using it
12. specific product requirements, including security, health and safety and procedures, in respect of the display
13. the organisation's display standards
14. what stock and other resources are available and where they are
15. standards of cleaning and preparation for the display
16. what product/service information to use
17. the procedure for obtaining promotional materials
18. rights, duties and responsibilities relating to the Sale of Goods Act
19. the advantages and disadvantages of different price marking methods and technologies, the types of product to which they are appropriate, and how to implement them.
20. why it is important to take corrective action promptly when problems with displayed price and/or potential legal problems in the pricing procedure are identified
21. pricing policy and price changes and sources of information on prices
22. the legal requirements to be met in pricing goods for sale
23. collect, collate, record and monitor pricing information and why it is important to do this
24. the causes of stock deterioration and damage and how these impact upon products
25. procedures for stock replenishment and rotation, monitoring, and dealing with sub-standard goods
26. trends in the level of demand
27. how to select and implement appropriate assessment methods for the promotion/display and why this is important.
28. how to encourage constructive participation from staff on the promotion/display and how to do this
29. the relationship between using promotions and displays and increasing sales
30. how to keep complete and accurate records and why it is important to do this

Evidence of performance may employ examples of the following assessment:

- observation
- written and oral questioning;
- evidence from company systems (e.g. Food Safety Management System)
- reviewing the outcomes of work
- checking any records of documents completed
- checking accounts of work that the candidate or others have written

