



## Unit F2MX 04 (595)

## Maximise Sales of Food Products in a Retail Environment

### Unit Summary

This Unit is about maximising the sales of food and drink products in a retail environment. It contains information on improving retail sales through effective merchandising of products, including planning and implementing promotional activities, such as a seasonal campaign, organising the display of goods for sale and ensuring product availability, quality and safety. Assessing the effectiveness of displays and promotions and making recommendations to support improvements.

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.

*Achievement of this Unit will provide you with opportunities to develop the following SQA Core Skills:*

Numeracy Intermediate 2

- ◆ Apply a wide range of numerical skills in everyday and generalised contexts.

Working With Others Intermediate 2

- ◆ Work with others in a group to analyse, plan and complete an activity.

Problem Solving Intermediate 2

- ◆ Analyse a situation or issue.

***I have completed the requirements of this Unit.***

**Candidate name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Candidate signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

***I can confirm the candidate has completed all requirements of this Unit.***

**Assessor signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**IV signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Assessment centre:** \_\_\_\_\_

You must be able to		Evidence Requirements	Evidence/ Activity Ref No.
1	<p>Identify opportunities to increase retail sales through promotions and displays</p> <p>This means you:</p> <ul style="list-style-type: none"> <li>(a) Use current and recent performance, and other relevant information to identify opportunities to increase sales.</li> <li>(b) Plan promotions and displays and communicate and agree these plans with the relevant people.</li> <li>(c) Encourage staff to identify potential opportunities to increase retail sales.</li> <li>(d) Organise promotional materials and ensure product availability.</li> <li>(e) Inform colleagues and staff of plans in advance.</li> </ul>	<p>Evidence of identifying opportunities to increase retail sales through promotions and displays in accordance with workplace procedures.</p>	
2	<p>Organise the promotion and display of food and drink products for sale</p> <p>This means you:</p> <ul style="list-style-type: none"> <li>(a) Ensure that materials and equipment are clean, safe and in working order before use.</li> <li>(b) Organise sufficient resources to complete display requirements.</li> <li>(c) Explain the promotion's purpose and the display standards clearly to staff.</li> <li>(d) 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.</li> </ul>	<p>Evidence of organising the promotion and display of food products for sale in accordance with workplace procedures.</p>	

		Evidence Requirements	
2 (cont)	<ul style="list-style-type: none"> <li>(e) Ensure the completed presentation fulfils the requirements of the promotional plan.</li> <li>(f) Select accurate and legal product/service information and ensure it is positioned to promote the products/services effectively to customers.</li> </ul>		
3	<p>Promote food and drink products to customers</p> <p>This means you:</p> <ul style="list-style-type: none"> <li>(a) Provide customers with information about promotions in a manner which maximises sales.</li> <li>(b) Identify and carry out actions which offer the greatest potential for converting promotions into sales.</li> </ul>	Evidence of promoting food products to customers in accordance with workplace procedures.	
4	<p>Ensure displays are maintained</p> <p>This means you:</p> <ul style="list-style-type: none"> <li>(a) Identify adjustments and modifications to improve the presentation of products and promotional material, and communicate these promptly and tactfully to the relevant staff.</li> <li>(b) Take prompt and appropriate remedial action if you encounter security risks or hazards to health and safety of customers, staff or stock.</li> <li>(c) Routinely monitor price marking, identify problems accurately with the displayed prices and take appropriate corrective action.</li> <li>(d) Make up-to-date price information available to relevant staff at the correct time.</li> <li>(e) 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.</li> </ul>	Ensure displays are maintained in accordance with workplace procedures.	

		Evidence Requirements	
4 (cont)	<ul style="list-style-type: none"> <li>(f) Implement procedures for maintaining the availability, condition and quality of products for sale, and monitor them to check their effectiveness.</li> <li>(g) Deal with out-of-date or deteriorating stock in ways which are consistent with organisational policy and any relevant legislation.</li> <li>(h) 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.</li> </ul>		
5	<p>Assess the effectiveness of promotions</p> <p>This means you:</p> <ul style="list-style-type: none"> <li>(a) Select assessment criteria and methods which are valid and fair and meet organisational requirements.</li> <li>(b) Make comprehensive assessments which take account of the accuracy and legibility of pricing information and the appearance and condition of stock, fixtures and fittings, including health and safety features.</li> <li>(c) Invite staff to contribute to the assessment in a way that encourages constructive participation.</li> <li>(d) Keep accurate records.</li> <li>(e) Report assessment findings and any suggestions for improvement clearly to the relevant people.</li> </ul>	Evidence of assessing the effectiveness of promotions in accordance with workplace procedures.	

**Evidence of Performance**

Evidence of performance may employ examples of the following assessment:

- ◆ observation
- ◆ written and oral questioning
- ◆ evidence from company systems (eg 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

**Unit F2MX 04 (595)****Maximise Sales of Food Products in a Retail Environment**

<b>Candidate name:</b>		<b>Assessor initials/date</b>
<b>No</b>	<b>Activity</b>	
1		
2		
3		
4		
5		

## Unit F2MX 04 (595)

## Maximise Sales of Food Products in a Retail Environment

<b>You need to know and understand</b>		<b>Evidence</b>
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.		
K1	How to identify and assess sales opportunities.	
K2	How to plan promotions, including the type and quantity of resources required and communicate those plans to others.	
K3	How to promote the features and benefits of products.	
K4	How seasonal trends affect opportunities for sales.	
K5	How to promote products in ways that gain and builds customer interest.	
K6	The purpose and effectiveness of different types of displays.	
K7	Why it is important to check the accuracy and legal probity of information and how to check this information.	
K8	How the positioning of product/service information influences its effectiveness in promoting products or services.	
K9	Required pricing, appearance and condition of goods.	
K10	How to brief staff, using methods appropriate to the subject and target group.	
K11	The objectives and space/layout requirements of the display and the timetable and plan for setting up and using it.	
K12	Specific product requirements, including security, health and safety and procedures, in respect of the display.	
K13	The organisation's display standards.	
K14	What stock and other resources are available and where they are.	
K15	Standards of cleaning and preparation for the display.	
K16	What product/service information to use.	
K17	The procedure for obtaining promotional materials.	
K18	Rights, duties and responsibilities relating to the Sale of Goods Act.	
K19	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.	
K20	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.	
K21	Pricing policy and price changes and sources of information on prices.	
K22	The legal requirements to be met in pricing goods for sale.	
K23	Collect, collate, record and monitor pricing information and why it is important to do this.	
K24	The causes of stock deterioration and damage and how these impact upon products.	
K25	Procedures for stock replenishment and rotation, monitoring, and dealing with sub-standard goods.	
K26	Trends in the level of demand.	
K27	How to select and implement appropriate assessment methods for the promotion/display and why this is important.	
K28	How to encourage constructive participation from staff on the promotion/display and how to do this.	
K29	The relationship between using promotions and displays and increasing sales.	
K30	How to keep complete and accurate records and why it is important to do this.	

Notes/Comments

**Assessor signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_