



Unit F2S3 04 (735)

Undertake Market Research for Food Product Development

Unit Summary

This Unit is about carrying out research and evaluation to identify potential gaps and opportunities in the market for new or modified food and drink products. You will need to show that you can apply the relevant skills to undertake the research, carry out an effective evaluation and then make feasible recommendations for the development of new products.

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.

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 Evaluate the existing market This means you: (a) Use existing sources of information to research and identify existing food and drink products available to the consumer. (b) Analyse appropriate information to identify market penetration of competitive products located in the market place.	Evidence of evaluating the existing market in accordance with workplace procedures. Your evidence must be work-based, simulation alone is only allowed where shown in <i>bold italics</i>	
2 Evaluate consumer preferences This means you: (a) Seek information from multiple sources to analyse information on consumer spending; eating and drinking habits and social changes which effect the consumption of food and drink products. (b) Analyse current political and legislative influences that need to be taken into consideration.	Evidence of evaluating consumer preferences in accordance with workplace procedures.	
3 Evaluate information and data This means you: (a) Evaluate the collated information to identify potential market segments for potential new or modified products.	Evidence of evaluating information and data in accordance with workplace procedures.	

		Evidence Requirements (cont)	
4	<p>Make recommendations for product development</p> <p>This means you:</p> <p>(a) Identify and outline the modification of an existing, or development of a new product, to meet the identified potential new market.</p> <p>(b) Present the recommendations to the relevant people for agreement on its development.</p>	Evidence of making recommendations for product development 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

Candidate name:		Assessor initials/date
No	Activity	
1		
2		
3		
4		

You need to know and understand		Evidence
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	Relevant legal, regulatory and ethical requirements impacting on products.	
K2	Current industry product developments.	
K3	How to assess and recognise opportunities within the market.	
K4	How to benchmark against the competition and the benefits to be gained.	
K5	How to access and evaluate information in terms of reliability, relevance and sufficiency.	
K6	How to apply market survey/research techniques.	
K7	How to sample statistically.	
K8	How to identify trends.	
K9	How to manage information and maintain systems.	
K10	Which trade databases and other sources of information are available.	
K11	How to identify customers' needs.	
K12	How to evaluate production/sales.	
K13	Concept and systems of marketing.	
K14	Systems for innovating change.	
K15	How to evaluate production/sales.	
K16	What are the strategic plan and objectives of the organisation?	
K17	Identify the organisation's and competitors' current market share.	
K18	The implications to the business and new/modified products of social, political, financial and legislative influences.	
K19	The potential impacts of industrial and technological advances on the business.	
K20	Recognising ethnical issues as they arise and the importance of acting upon them.	
K21	The role of consumer groups.	
K22	How to apply SWOT analysis to the organisation.	
K23	How to sample size indicators for market share/size trends.	

Notes/Comments

Assessor signature: _____ **Date:** _____