

Title	<b>Maximise sales in a food retail environment</b>				
Ofqual unit ref	<b>D/601/5280</b>				
Level	<b>3</b>	Credit value	<b>4</b>	GLH	<b>20</b>
Learning Outcomes			Assessment Criteria		
The learner will:			The learner can:		
<p>1 Identify opportunities to increase retail sales through promotions and displays</p> <p>2 Organise the promotion and display of food and drink products for sale</p> <p>3 Promote food and drink products to customers</p>			<p>1.1 Use current and recent performance, and other relevant information to identify opportunities to increase sales</p> <p>1.2 Plan promotions and displays and communicate and agree these plans with the relevant people</p> <p>1.3 Encourage staff to identify potential opportunities to increase retail sales</p> <p>1.4 Organise promotional materials and ensure product availability</p> <p>1.5 Inform colleagues and staff of plans in advance.</p> <p>2.1 Ensure that materials and equipment are clean, safe and in working order before use</p> <p>2.2 Organise sufficient resources to complete display requirements</p> <p>2.3 Explain the promotion's purpose and the display standards clearly to staff</p> <p>2.4 Organise handling and display of products within the required time limits to avoid presentation risks of contamination or damage</p> <p>2.5 Ensure the completed presentation fulfils the requirements of the promotional plan</p> <p>2.6 Select accurate and legal product/service information and ensure it is positioned to promote the products/services effectively to customers.</p> <p>3.1 Provide customers with information about promotions in a manner which maximises sales</p> <p>3.2 Identify and carry out actions which offer the greatest potential for converting promotions into sales.</p>		

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Unit purpose and aim(s)	<p>This unit is designed to assess the skills of learners in the workplace, maximising sales in a food retail environment. It needs to be assessed on the job. The learner must be able to demonstrate their competent performance consistently over a period of time, to meet all of the assessment criteria. This will be achieved by at least two observations of performance in the workplace, and may be supported by witness testimony and other workplace evidence. Observations must ensure that the learner's working practice is at commercial speed and in compliance with standard operating procedures. The Improve Assessment Strategy for Proficiency Qualifications in Food and Drink sets out the overarching assessment requirements.</p>	