



Australian Government

Department of Education, Employment and Workplace Relations

FDFRB3017A Participate in product development

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit of competency covers the skills and knowledge required to evaluate retail and/or in-store bakery products and modify existing recipes to produce new products.
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Application of the Unit

Application of the unit	This unit has application in a retail baking environment. It targets participation in product development and responsibility for approving new products will typically be at a higher level. Product development must comply with legislative and regulatory requirements.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Research opportunities for new product	1.1. Market characteristics are identified 1.2. Opportunities for product development are matched to market
2. Develop a product proposal to meet market opportunity	2.1. Competing products are evaluated 2.2. Existing formulas are adapted to produce new product 2.3. Method of assembly and presentation is determined 2.4. Cost of production is estimated 2.5. Product concept is presented

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

Ability to:

- identify competitors
- identify local demography relevant to retail bakery products
- determine product development opportunities
- identify the main ingredients and method used to produce competing products
- modify existing formulas/recipes to produce required product
- determine product assembly and presentation
- cost product
- present product proposal
- use oral communication skills/language competence to fulfil the job role as specified by the organisation, including questioning, active listening, asking for clarification and seeking advice from supervisor
- work cooperatively within a culturally diverse workforce

Required knowledge

Knowledge of:

- sources of information on local market, product range and performance of similar products
- expected quality and taste of products to meet business and customer expectations
- basic composition and methods used to produce retail bakery products relevant to the business
- availability of ingredients and processing equipment required by new product
- food safety issues related to production, preparation, presentation and storage of product
- methods of gaining customer feedback, such as conducting tastings
- methods of estimating fixed and variable costs, and profit margin to determine sale price range
- basic awareness of trade practice issues when pricing products
- communication skills required to research and present information

Evidence Guide

EVIDENCE GUIDE	
<p>The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.</p>	
<p>Overview of assessment</p>	<p>Assessment must be carried out in a manner that recognises the cultural and literacy requirements of the assessee and is appropriate to the work performed. Competence in this unit must be achieved in accordance with food safety standards and regulations.</p>
<p>Critical aspects for assessment and evidence required to demonstrate competency in this unit</p>	<p>Evidence of ability to:</p> <ul style="list-style-type: none"> • compare and evaluate product features • identify market opportunities • prepare product development proposal, including production processes, costings and rationale • present product ideas.
<p>Context of and specific resources for assessment</p>	<p>Assessment must occur in a real or simulated workplace where the assessee has access to:</p> <ul style="list-style-type: none"> • local market for which product is to be developed • existing product range, ingredients, recipes/formulas, equipment and methods used in the workplace • product development procedures used in the workplace.
<p>Method of assessment</p>	<p>This unit should be assessed together with core units and other units of competency relevant to the function or work role.</p>
<p>Guidance information for assessment</p>	<p>To ensure consistency in one's performance, competency should be demonstrated on more than one occasion over a period of time in order to cover a variety of circumstances, cases and responsibilities, and where possible, over a number of assessment activities.</p>

Range Statement

RANGE STATEMENT	
<p>The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.</p>	
Policies and procedures	Work is carried out according to company policies and procedures, regulatory and licensing requirements, legislative requirements, workplace environmental guidelines and industrial awards and agreements
New products	New products are based on known formulas/recipes
Evaluation of competing products	Evaluation of competing products relies primarily on observation and taste

Unit Sector(s)

Unit sector	Retail baking
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Competency field

Competency field	
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Co-requisite units

Co-requisite units	

