Australian Government

AMPR320 Assess and address customer preferences

Release: 1

AMPR320 Assess and address customer preferences

Modification History

Release	TP Version	Comment
1	AMPv1.0	Initial release

Application

This unit describes the skills and knowledge required to research local areas to make informed decisions on product lines stocked and inform customers on product features and benefits.

This unit is applicable to meat retailing enterprises.

All training must be conducted in accordance with Australian meat industry standards and regulations.

All work should be carried out in accordance with workplace requirements.

This unit applies to individuals who work under broad direction and take responsibility for their own work.

No occupational licensing, legislative or certification requirements are known to apply to this unit at the time of publication.

Pre-requisite Unit

Nil.

Unit Sector

Elements and Performance Criteria

Element	Performance criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Research local markets to determine potential customer needs	1.1 Investigate local demographics and interpret purchasing preferences/requirements 1.2 Review current product lines, brands and suppliers to determine match to local preferences/requirements 1.3 Research current and alternative suppliers to ensure local requirements can be met

Element	Performance criteria
	1.4 Review alternative product lines to determine economic viability of introduction
2. Recommend new products to manager	2.1 Prioritise new product line possibilities
	2.2 Report research to supervisors/managers
	2.3 Recommend new product lines or suppliers to managers, with support from market research
3. Promote product features to customers	3.1 Inform customers on special features of product lines
	3.2 Promote product features that meet local requirements and preferences

Foundation Skills

Foundation Skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Unit Mapping Information

MTMR321A Assess and address customer preferences	E

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=5e2e56b7-698f-4822-84bb-25adbb8443a7