SFLSOP001 Source information on floristry products and services

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to source and use fundamental information about the floristry industry and the various products and services it provides. It requires the ability to identify appropriate information sources and to research, develop and maintain a knowledge base. This essential knowledge underpins effective performance for all sales, design and construction activities.

This unit applies to all floristry industry businesses including retail floristry shops, studio or online businesses and those that specialise in corporate or special events. It applies to florists working at all levels including junior and senior florists, studio florists and floral designers.

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

Pre-requisite Unit

Nil

Competency Field

Sales and Operations

Unit Sector

Floristry

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Source and use information about the floristry industry.	1.1 Identify the sales or operational need for industry and product information.
	1.2 Identify sources of information on the floristry industry.
	1.3 Access and interpret information about industry structure and operation and use to assist with sales and

	operational duties.
	1.4 Obtain information on laws specifically relevant to the floristry industry and work compliantly.
2. Source and use information on floristry products.	2.1 Use a range of methods to obtain information on products and services frequently sold by the floristry industry.
	2.2 Read and interpret specific product information to develop product knowledge and enhance quality of work performance.
	2.3 Identify features of the particular floristry product range of the business and use in day-to-day activities.
	2.4 Obtain information on suppliers of floristry materials and use in day-to-day activities.
	2.5 Record and store information for future use.
3. Update knowledge of floristry industry and products.	3.1 Update knowledge of floristry industry, products and services regularly.
	3.2 Seek feedback from colleagues and customers on experiences with floristry products and services.
	3.3 Share updated information with colleagues.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed below:

Skill	Description
Reading skills to:	• comprehend the content of plain English information about laws • interpret unfamiliar and detailed in-house and supplier product information documents.
Writing skills to:	• produce notes, summarise and record information in basic documents such as information sheets, portfolios and files.
Oral communication skills to:	• ask open and closed probe questions and actively listen to clarify information from other florists, suppliers and industry bodies.
Self-management skills to:	• take responsibility for sourcing and updating current and emerging floristry industry information and products and services.
Technology skills to:	• use a computer and keyboard and the Internet to search for information.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -
https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1fbe7a66-4c60-4b1c-8616-a3e693d9d8b9