



Australian Government

Department of Education, Employment and Workplace Relations

SITHCCC040A Design menus to meet market needs

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to plan menus for specific target markets.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit

This unit applies to all catering operations where food and related services are provided such as restaurants, educational institutions, health establishments, defence forces, cafeterias, kiosks, cafes, residential catering, in-flight and other transport catering, events catering and private catering.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units

This unit must be assessed after the following prerequisite unit:
SITHCCC016A Develop cost-effective menus.

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

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

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Identify and evaluate target markets for the catering outlet.	<p>1.1 Identify current <i>target markets</i> for the enterprise, based on past and current operations and performance.</p> <p>1.2 Identify potential target markets based on review of the current marketplace and the nature and style of the operation.</p> <p>1.3 Evaluate the preference of key markets and match these with overall enterprise products and services.</p>
2 Evaluate market trends in food service.	<p>2.1 Identify and access information sources on <i>market trends</i> in food service.</p> <p>2.2 Evaluate market trends for relevance to enterprise current and potential markets.</p>

ELEMENT	PERFORMANCE CRITERIA
3 Create menus based on market analysis and within budgetary constraints.	<ul style="list-style-type: none">3.1 Incorporate relevant market trends into food service and menu planning.3.2 Develop <i>menus</i> to take account of market trends.3.3 Develop menus to take account of enterprise operational constraints or limitations.3.4 Construct menus to meet profitability targets.
4 Monitor menu performance.	<ul style="list-style-type: none">4.1 Monitor customer satisfaction with menus based on demand patterns and consultation with customers and operational staff.4.2 Analyse menu items in terms of sales and profit performance.4.3 Adjust menus based on feedback and profitability.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- basic market research techniques in relation to food service preferences and trends
- costing and budgeting techniques for menus
- problem-solving skills to overcome operational constraints or limitations, such as special needs of different customer groups, through menu planning
- literacy skills to research and analyse menus and recipes
- writing skills to write menus and product descriptions
- numeracy skills to calculate costs of menus and work within budgets.

The following knowledge must be assessed as part of this unit:

- different types and styles of menus for different type of food outlets
- historical development of menus and modern trends in menus
- current food trends and typical cultural and ethnic dining influences
- product knowledge of seasonal products and commodities required to meet menu needs of particular target groups
- principles of nutrition, including Dietary Guidelines for Australians, ways of planning nutritionally-balanced menus, the effects of cooking on the nutritional value of food and the nutritional needs of target groups
- culinary terms used in relation to menus and food items
- sources of information on food service trends.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

EVIDENCE GUIDE

Critical aspects for assessment and evidence required to demonstrate competency

Evidence of the following is essential:

- ability to conduct market research and identify current and relevant trends
- ability to cost menus and food items and develop menus within budgets
- preparation of menus meeting the needs of a range of different target markets.

Context of and specific resources for assessment

Assessment must ensure:

- project or work activities that allow the candidate to develop multiple menus to meet a range of target markets for various catering operations or hospitality outlets
- use of current industry costing data and market trend information.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- review of menus prepared by candidate to meet the needs of different target groups and markets
- case studies to assess ability to develop menus to meet differing needs
- written or oral questions to test knowledge of marketing issues and current trends on food
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SITHCCC035A Develop menus to meet special dietary and cultural needs
- SITXFIN005A Prepare and monitor budgets.

EVIDENCE GUIDE

Assessing employability skills Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

Range Statement

RANGE STATEMENT

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 in the performance criteria is detailed below.

Target markets may include any group within the community, including:

- those with particular nutritional or dietary needs and interests
- young people
- older people
- infants, children and adolescents
- prison populations
- defence forces
- athletes
- health care customers
- people from specific cultural or religious groups
- people from different socio-economic groups.

Market trends in food service may relate to:

- contemporary eating habits
- media influence
- cultural and ethnic influences
- seasonal and popular influences
- major events and festivals.

RANGE STATEMENT

- Menus* may be classical, modern or ethnic, including:
- table d'hôte
 - à la carte
 - set
 - function or buffet
 - cyclical.

Unit Sector(s)

Sector Hospitality

Competency field

Competency field Commercial Cookery and Catering