



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
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Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=5e2e56b7-698f-4822-84bb-25adbb8443a7>

Assessment Requirements for AMPR320 Assess and address customer preferences

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Performance Evidence

Evidence must demonstrate the candidate's consistency of performance over time.

The candidate must:

- undertake market research, including determining:
 - demographic make-up of local area
 - specific religious needs of local area, including halal or kosher meats
 - specific cuts of meat preferred by major local cultural groups
 - preferences for organic meats
 - preferences for value-added products or basic meat cuts
 - more sophisticated expectations of product including brands that promote good animal welfare practices, environmentally-friendly production and processing, Australian made and owned products
 - preferences for particular species, including game meat
 - prices they are prepared to pay for meat
 - what is sold by competitors
- use appropriate research methodology, including internet research, questionnaires, observations, conversations with customers, other local residents, local council data, suppliers or other industry members, existing market research data
- research suppliers and brands for product features and supply chain policies and practices
- seek advice from appropriate sources when introducing/investigating new product lines
- apply communication skills relevant to the task
- apply mathematical skills to determine economic viability of various product lines
- apply relevant workplace health and safety and regulatory requirements
- report findings and make recommendations based on market research and accurate cost/price/profit calculations to senior staff members
- provide sound information to customers about product lines, brands and supply chain, using appropriate language and showing sensitivity to cultural differences
- research and follow cutting specifications for non-standard meat cuts
- provide sound information to customers on link between specialised brands and product cost

- demonstrate effective interpersonal skills in providing advice to customers
- demonstrate awareness of cultural and ethnic differences and respond appropriately

Knowledge Evidence

The candidate must demonstrate a factual, technical, procedural and theoretical knowledge of:

- requirements of whole of supply-chain practices required for a product to achieve brandings including RSPCA, free-range, organic, enviromeat and MSA
- range of species, including game
- difference between dry-aged and wet-aged meat
- requirements of whole of supply-chain practices required for a product to meet religious requirements including halal (for Muslim consumers) or kosher (for Jewish consumers)
- enterprise ethical and customer service standards
- relevant workplace health and safety requirements
- sources of information to further meet customer needs and expectations
- features of new and existing product lines
- mathematical formulas for determining product selling prices
- problem-solving techniques

Assessment Conditions

Competency must be demonstrated over time and under typical operating conditions for the enterprise.

Assessment must occur in the workplace under normal production conditions.

The following three forms of assessment must be used:

- quiz of underpinning knowledge
- workplace project
- workplace referee or third-party report of performance over time

Assessors must satisfy current standards for RTOs.

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