



Australian Government

Department of Education, Employment and Workplace Relations

FDFRB4001A Apply marketing principles to retail bakery

Release: 2

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Modification History

April 2012: Minor typographical corrections.

Unit Descriptor

Unit descriptor	This unit of competency covers the skills and knowledge required to examine marketplace influences on retail bakeries and determine strategies for promotion and marketing of retail bakery products.
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Application of the Unit

Application of the unit	This unit applies to a retail bakery. It targets the skills of those responsible for the business success of the bakery and requires an examination of trends and influences on retail baking, local market conditions and the selection of promotional strategies for baking products and services in order to meet consumer needs and expectations.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

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.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Analyse marketing goals and influences	1.1 Information sources on industry trends are identified and accessed to inform retail baking research 1.2 The business plan is examined to determine marketing goals and strategies 1.3 Type of retail bakery operation is analysed to determine impacts on promotional and marketing activities, including presentation and product display 1.4 Trends in retail baking product range are identified 1.5 Market influences on bakery products and presentation are examined 1.6 Trends and influences are analysed to determine priorities for promotional and marketing activities
2. Analyse market conditions	2.1 Information is gathered on local population and target market determined and consumer profile identified 2.2 Competing businesses are identified and market position and product range examined 2.3 Market segmentation for specific bakery products are identified 2.4 Consumer dietary needs are identified and impacts on retail baking determined 2.5 Cultural and religious influences on retail baking are identified and impacts on retail baking determined 2.6 Marketing opportunities are identified for retail bakery products and services
3. Confirm and price product and service range	3.1 Selection of bakery products is confirmed to meet market needs 3.2 Type of service for bakery products is confirmed to meet market needs 3.3 Position in market is determined and product range is selected accordingly 3.4 Costs of production are accessed to determine product profitability 3.5 Prices of competitor products are identified and used to inform price point and market position 3.6 Costs for products are determined in accordance with production costs, market conditions and position 3.7 Process for ongoing monitoring of bakery performance is confirmed to inform product changes
4. Determine presentation for retail bakery	4.1 Visual layout of bakery is designed to promote attractiveness and customer interest 4.2 Lighting, décor and showcases are selected to promote bakery

ELEMENT	PERFORMANCE CRITERIA
	appeal in accordance with marketing objectives
	4.3 Promotional props and product information are provided to generate customer sales
5. Determine packaging and presentation of bakery products	5.1 Types of packaging for bakery products are identified and assessed for suitability to meet market conditions
	5.2 Labelling design and features are determined to meet consumer information requirements
	5.3 Compliance of labelling and packaging with legislative requirements is confirmed
	5.4 Display area is examined and suitability to meet consumer needs assessed
	5.5 Options for display and presentation of bakery products are identified and strategy selected to maximise consumer appeal
6. Determine promotional mix for bakery products	6.1 Key events influencing consumer bakery purchases are identified and product range selected
	6.2 Consumer information requirements on bakery products are identified and strategies for meeting these needs are determined
	6.3 Options for marketing and promotion of bakery products are examined and suitable strategies selected
	6.4 Promotional ideas and options are documented

Required Skills and Knowledge

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

Required skills include:

Ability to:

- access and interpret retail bakery business and market information
- analyse research findings and make recommendations
- analyse bakery business plan
- conduct research into bakery operation and consumer base
- make comparisons on product and service suitability
- determine suitability of bakery décor and displays
- cost and price bakery products
- analyse labelling and packaging options and legislative requirements
- assess suitability of promotional strategies
- 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 includes:

Knowledge of:

- information sources available to inform marketing activity
- typical bakery products available to meet variety of consumer needs
- promotional resources suitable for bakery operations
- marketing principles and practices
- labelling and packaging options and legislative requirements
- dietary, cultural and religious influences on retail bakery product choice.

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, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment	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. Competency in this unit must be achieved in accordance with food safety standards and regulations.
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of ability to: • access and interpret industry information • analyse the business plan to determine marketing objectives and suitable marketing activity • identify key trends and influences on retail bakery • determine key features of target market • assess market conditions and position bakery • select suitable product range to meet the needs of target market • select showcases, displays and décor to meet marketing objectives • determine product pricing • analyse and select promotional options for bakery, including presentation, packaging and sales strategies.
Context of and specific resources for assessment	Assessment must occur in a real or simulated workplace where the assessee has access to: • retail bakery market data and information.
Method of assessment	This unit should be assessed together with other units of competency relevant to the function or work role.
Guidance information for assessment	To ensure consistency of performance, competency should be assessed 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.

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, 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.

Information sources

Information sources may include:

- trade magazines and journals
- networks and industry events
- other businesses
- internet
- statistical data and population demographics
- dietary and cultural information
- colleagues and industry experts
- business, marketing and promotional personnel

Specific dietary needs

Specific dietary needs may include:

- low Glycemic Index (GI)
- sugar free and fat free
- dairy free
- gluten free
- rice flour
- yeast free
- low fat
- low salt
- vegetarian
- vegan

Specific cultural and religious needs

Specific cultural and religious needs may include:

- foods prepared to cultural and religious dietary laws (e.g. Kosher and Halal)
- national and regional food products
- foods that mark significant events (e.g. Christmas, Ramadan, Easter, Rosh Hashanah, Passover, Zul Hijjah and weddings)
- feasting
- fasting
- alcohol-free beverages
- pork-free foods
- beef-free foods

Competing businesses

Competing businesses may include:

RANGE STATEMENT	
	• cafes • restaurants • supermarkets • retail outlets • fast food chains • other bakeries
Visual presentation	Visual presentation may include: • colours, pictures, wall hangings and fabrics • product posters and price lists • counter, showcases, racks and trays • tables, chairs and dining implements • flooring and lighting • outside areas and awnings • staff outfits and presentation

Unit Sector(s)

Unit sector	Retail baking
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