



Australian Government

Department of Education, Employment and Workplace Relations

MTMR321A Assess and address customer preferences

Release: 1

MTMR321A Assess and address customer preferences

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit covers 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.
------------------------	---

Application of the Unit

Application of the unit	This unit is applicable to meat retailing enterprises.
--------------------------------	--

Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
-----------------------------	--

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. Research local markets to determine potential customer needs	1.1. Local demographics are investigated and purchasing preferences/requirements interpreted. 1.2. Current product lines, brands and suppliers are reviewed to determine match to local preferences/requirements. 1.3. Current and alternative suppliers are researched to ensure local requirements can be met. 1.4. Alternative product lines are reviewed to determine economic viability of introduction.
2. Recommend new products to manager	2.1. New product line possibilities are prioritised. 2.2. Research is reported to supervisors/managers. 2.3. New product lines or suppliers are recommended to managers, with support from market research.
3. Promote product features to customers	3.1. Customers are informed of special features of product lines. 3.2. Product features that meet local requirements and preferences are promoted.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

Ability to:

- undertake market research, including determining:
 - demographic make-up of local area
 - specific religious needs of local area, such as 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 such as brands that promote good animal welfare practices, environmentally-friendly production and processing, Australian made and owned products
 - preferences for particular species, including game meat

REQUIRED SKILLS AND KNOWLEDGE

- prices they are prepared to pay for meat
- what is sold by competitors
- use appropriate research methodology, such as 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 Occupational Health and Safety (OH&S) 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
- take action to improve own work performance as a result of self evaluation, feedback from others or changes in work practices, legislation or technology

Required knowledge

Knowledge of:

- requirements of whole of supply-chain practices required for a product to achieve brandings such as RSPCA, free-range, organic, environmeat 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 such as halal (for Muslim consumers) or kosher (for Jewish consumers)
- enterprise ethical and customer service standards
- relevant OH&S requirements such as:
 - enterprise OH&S policies, procedures and programs
 - OH&S legal requirements
 - Personal Protective Equipment (PPE) which may include:
 - coat and apron
 - head-wear

REQUIRED SKILLS AND KNOWLEDGE

- uniforms
- work, safety or waterproof footwear
- requirements set out in standards, codes of practice etc.
- workplace requirements, such as:
 - enterprise-specific procedures and ethical standards
 - Standard Operating Procedures (SOPs)
 - work instructions
- relevant regulatory requirements such as:
 - federal and state regulations regarding meat processing and food handling
 - hygiene and sanitation requirements
 - relevant Australian Standards
- 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

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

The meat industry has specific and clear requirements for evidence. A minimum of three forms of evidence is required to demonstrate competency in the meat industry. This is specifically designed to provide evidence that covers the demonstration in the workplace of all aspects of competency over time.

These requirements are in addition to the requirements for valid, current, authentic and sufficient evidence.

Three forms of evidence means three different kinds of evidence - not three pieces of the same kind. In practice it will mean that most of the unit is covered twice. This increases the legitimacy of the evidence.

All assessment must be conducted against Australian meat industry standards and regulations.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

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

Context of and specific resources for assessment

Assessment must occur in the workplace under normal production conditions.

Method of assessment

- Recommended methods of assessment include:
- quiz of underpinning knowledge
- workplace project
- workplace referee or third-party report of performance over time.

Assessment practices should take into account any relevant language or cultural issues related to Aboriginality or Torres Strait Islander, gender, or language backgrounds other than English. Language and literacy demands of the assessment task should not be higher than those of the work role.

EVIDENCE GUIDE**Guidance information for assessment**

A current list of resources for this unit of competency is available from MINTRAC www.mintrac.com.au or telephone 1800 817 462.

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.

local demographics include:

Social make-up of local community (e.g. residents, shoppers, workers) such as:

- age
- sex
- marital/family status
- socio-economics
- culture
- religion.

preferences/requirements and product features may include:

- meat processed according to religious requirements (e.g. Halal or Kocher)
- preferences for species
- preferences for specific or specialised cuts
- preferences for particular cooking methods
- cost
- value-added or cook-and-serve meals
- packaging
- organic meat
- gourmet product
- convenience (ability to buy whole meal in one location)
- free-range meat and eggs
- dry-aged or wet aged product
- social responsibility of supply chain, including animal welfare practices,

RANGE STATEMENT	
	environmentally friendly practices, employee-welfare practices and human rights policies.
<i>determining economic viability</i>	- means to determine whether a product can be produced and sold at a price that: - the customer is willing to pay - the enterprise will make an acceptable profit margin - can be determined using mathematical skills that may involve: - estimation and calculation - the use of calculations and computer software packages - the use of familiar and unfamiliar complex formulas - relate to product formulation, yield and costing and pricing - require interpretation and drawing conclusions from a range of simple and complex mathematical tables, charts, bar graphs and pie charts - require synthesis and analysis of mathematical information from more than one source.
<i>Reports</i> may:	- be conducted orally in writing using standard formats or using a range of communications technology and media - include information from several sources - present information in diagrammatic, tabular, graphic or pictorial formats - require summaries of information for presentation to work colleagues - use workplace, mathematical and technical language.
<i>Promotion of product features</i> may include:	- advertising through local media - signage and product labelling - providing information on enterprise website - newsletters and brochures - providing information to customers orally - merchandising strategies - using suppliers' merchandising to promote

RANGE STATEMENT

	brands locally.
--	-----------------

Unit Sector(s)

Unit sector	
--------------------	--

Co-requisite units

Co-requisite units		

Competency field

Competency field	
-------------------------	--