



**Australian Government**

# **Assessment Requirements for SFLSOP011 Develop a floristry product range**

**Release: 1**

# Assessment Requirements for SFLSOP011 Develop a floristry product range

## Modification History

Not applicable.

## Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- develop two floristry product ranges, each to include five items:
  - one product range of display, stock or catalogue items including ancillary merchandise
  - one product range to be chosen from those for:
    - annual celebratory days
    - funerals
    - parties
    - weddings
  - corporate supply contract (which could be provision of corporate weekly flowers or third party supply contract to an organisation which on-sells, e.g. a hotel banqueting department).

## Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- sources of information on floristry industry products:
  - distribution organisations
  - growers and other suppliers
  - industry associations
- floristry industry structure and business interrelationships relevant to the supply chain
- features and operational functions of floristry industry distribution and marketing networks
- primary features of current and emerging floristry:
  - market trends
  - design trends
  - technologies
  - product and service styles for different consumer markets
- quality expectations of different consumer markets
- key features of competitors' current products and services and price structure
- financial operating costs for floristry businesses and desired profit margins

- floristry industry commission and mark up rates and procedures
- a range of formats for and inclusions of:
  - product implementation plans
  - product information and price lists.

## Assessment Conditions

Skills must be demonstrated in a floristry industry environment.

This can be:

- an industry workplace
- a simulated industry environment operated within a training organisation.

Assessment must ensure use of:

- computers and the Internet to source information
- software programs, which can be general or floristry industry specific, used to develop and record:
  - product implementation plans
  - product information and price lists
- comprehensive information about the financial operating costs of a real or simulated floristry business to determine attributable business operating costs and nett production costs
- electronic or hard copies of grower and other supplier brochures, information sheets and price lists
- template:
  - product implementation plans
  - product information and price lists
- people with whom the individual can interact for all communication aspects of the unit; these can be:
  - people in an industry workplace or
  - people who participate in project activities, role plays or simulated activities, set up for the purpose of assessment, within a training organisation
- assessment activities that allow the individual to:
  - monitor and evaluate product success over a project or production life cycle to allow for changing circumstances
  - take responsibility for product development initiatives from initial research through to product establishment and monitoring.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors, and:

- hold a qualification or Statement of Attainment in Floristry which includes this unit of competency or equivalent; and

- have worked as a florist in the industry for at least three years where they have applied this unit of competency or equivalent.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1fbe7a66-4c60-4b1c-8616-a3e693d9d8b9>