



Australian Government

SFLSOP011 Develop a floristry product range

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to strategically manage product development within a floristry business. It requires the ability to research the market, analyse product establishment issues, determine pricing, establish the product, and monitor and evaluate its success. Development can apply to a new, enhanced or specialised range of products of any style.

This unit applies to all floristry industry businesses including retail floristry shops, studio or online businesses and those that specialise in corporate or special events. It applies to senior personnel who operate with significant autonomy and are responsible for making strategic business and product development decisions. This includes product development managers, marketing managers, operations or general managers, floral designers, store managers and owner-operators.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Sales and Operations

Unit Sector

Floristry

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Research the market.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1 Focus product research according to business objectives.
- 1.2 Access information sources for floristry market trends, distribution and marketing networks.
- 1.3 Analyse current and emerging technologies, market and

- design trends, and product and service gaps.
- 1.4 Consult with colleagues and external stakeholders.
 - 1.5 Identify product development opportunities and target markets.
 - 1.6 Evaluate distribution and marketing networks for potential to successfully market proposed product.
- 2. Analyse issues relevant to product establishment.
 - 2.1 Identify and analyse product preferences and quality expectations of different consumer markets.
 - 2.2 Identify and analyse external issues that impact on product establishment.
 - 2.3 Assess availability of flower and plant materials and ancillary materials that meet preferences of target market.
 - 2.4 Assess business capacity to provide proposed product and identify additional required resources.
 - 2.5 Consider issues relating to product life cycle.
- 3. Determine profitable selling price.
 - 3.1 Determine net production cost by identifying attributable business operating costs and product specific costs.
 - 3.2 Incorporate distributor commissions or mark ups, determine required profit margin and mark up for profitable selling price.
 - 3.3 Consider competitor product pricing and make reasonable cost adjustments to ensure a price competitive product.
 - 3.4 Assess profitability of a range of proposed products and choose highest yielding products.
 - 3.5 Clearly and accurately document pricing structures.
- 4. Establish the product.
 - 4.1 Develop and implement a product implementation plan that incorporates marketing strategies and activities.
 - 4.2 Communicate plan to all personnel involved in establishing the product.
 - 4.3 Test new products in marketplace prior to full implementation, when appropriate.
- 5. Monitor and evaluate success of the product.
 - 5.1 Monitor product success based on marketplace response and feedback from distributors, staff and customers.
 - 5.2 Assess changes in internal or external environment that impact cost effectiveness and profitability.
 - 5.3 Monitor quality of supplied flowers, plant materials and merchandise and rectify deficiencies affecting overall quality of product range.
 - 5.4 Rationalise or delete non-performing products within the range.
 - 5.5 Communicate changes to relevant colleagues, customers and distributors.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed below:

Skill	Description
Reading skills to:	interpret complex documents about floristry product and design trends, market statistics and consumer preferences.
Writing skills to:	develop and document complex product implementation plans using language and format easily understood by floristry personnel.
Oral communication skills to:	ask open and closed probe questions and actively listen to seek feedback from distributors and staff on product success.
Teamwork skills to:	- consult with and encourage contribution of ideas from colleagues about market and design trends, product and service gaps - coordinate floristry teams to establish products.
Self-management skills to:	- critically analyse research findings and input from self, colleagues and external stakeholders - take responsibility for product development initiatives from initial research through to product establishment and monitoring.
Technology skills to:	use a computer, keyboard and software programs to prepare product implementation plans, product information and price lists.

Unit Mapping Information

SFLSOP509A Research, assess and develop a floristry product range

Links

Companion Volume implementation guides are found in VETNet -

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

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.

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