



Australian Government

Department of Education, Employment and Workplace Relations

SFLSOP509A Research, assess and develop a floristry product range

Revision Number: 1

SFLSOP509A Research, assess and develop a floristry product range

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	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 issues relevant to establishing the product, determine a profitable selling price, establish the product, and monitor and evaluate its success. The related function of negotiating with suppliers for any product component is covered in: • SITXMGT006A Establish and conduct business relationships. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit describes a key product planning function for a diverse range of floristry products and services and applies to the full range of industry sectors. The floristry business could be a retail, studio or online floristry business. The unit applies to the development of a new or enhanced floristry product range. Increasingly, floristry businesses are choosing to provide specialised products. This unit describes the product planning process that applies to the development of any style or category of product. Product planning involves a strategic focus on the overall and long-term operation of the floristry business. This unit applies to senior floristry industry personnel who operate autonomously and have strategic planning and product development roles. These roles would include product development manager, marketing manager, operations or general manager, designer, studio designer, store manager and owner-operator of any type of floristry business.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil	

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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Research the market.	1.1. Research potential floristry products within the context of the overall business plan and marketing focus of the organisation. 1.2. Identify and access general information sources for floristry market trends, and distribution and marketing networks. 1.3. Consult with, and incorporate input from, internal colleagues and external stakeholders in the research phase. 1.4. Conduct research to identify current and emerging technologies, market and design trends, and product and service gaps and analyse the potential for future product. 1.5. Identify a range of product development opportunities based on analysis of both the market and the success of the current product range. 1.6. Identify distribution and marketing networks that would support the proposed floristry product and analyse the potential to market the product successfully.
2. Analyse issues relevant to establishing the product.	2.1. Identify and analyse product preferences and requirements of different consumer markets. 2.2. Consult external stakeholders on customer and floristry industry service and quality expectations for floristry products and services. 2.3. Identify and analyse external issues that impact on establishing a product range. 2.4. Assess availability of floristry products and components that will meet preferences and requirements of target market. 2.5. Conduct a self-assessment of the organisation's capability to provide proposed product and identify additional resources required to establish and deliver the product. 2.6. Consider issues relating to product life cycle.
3. Determine a profitable selling price.	3.1. Identify all expenditure items involved in producing the floristry product to determine the nett production cost. 3.2. Incorporate required distributor commissions or mark-ups, determine required profit margin and mark-up the nett cost to determine the selling price.

ELEMENT	PERFORMANCE CRITERIA
	3.3. Seek information on competitors' product range and consider their price when determining the organisation's selling price. 3.4. Make reasonable cost adjustments to ensure market take-up of price competitive product. 3.5. Assess cost-effectiveness and profitability of a range of proposed products and choose products that will provide the highest yield. 3.6. Clearly and accurately document the full range of pricing structures.
4. Establish the product.	4.1. Develop and communicate a clear, scheduled implementation plan to all personnel involved in establishing the operational details of the product. 4.2. Establish all required marketing activities to promote the product. 4.3. Where appropriate, test new products and services in the marketplace prior to full implementation.
5. Monitor and evaluate the success of the product.	5.1. Monitor product development initiatives in terms of response in the marketplace; feedback from the distribution network, staff and customers; and changes in the internal or external environment that may impact on plans, cost effectiveness and profitability. 5.2. Monitor the quality of supplied flowers, plant materials and other merchandise and take action to rectify any deficiencies that affect the overall quality of the product range. 5.3. Rationalise or delete any product within the range or any stock items on the basis of monitoring in a timely manner and according to any contractual obligations. 5.4. Communicate changes to all relevant colleagues, customers and distributors.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- research skills to identify, collect, and analyse primary and secondary data on current market trends, competitors' product range and target market product preferences
- critical thinking skills to facilitate rational and logical analysis of research findings and all input from colleagues and external stakeholders
- communication skills to conduct high level consultation with internal and external stakeholders
- literacy skills to read complex research documents that relate to floristry product or design trends, market statistics, information on market preferences and requirements
- numeracy skills to complete complex budgetary costings, calculate a range of different commission and mark-up structures and assess the profitability of various product options.

Required knowledge

- sources of product information including industry, supplier and grower sources
- the intricacies of the floristry industry, including structure, business interrelationships and information sources
- the existence and operational function of distribution and marketing networks, especially those that would support the proposed floristry product range
- current market trends, products and service styles that would meet certain market requirements and customer service and quality expectations for floristry products
- critical aspects of the current floristry product base for the business location and market to be serviced
- competitors' current products and services and their price structure
- the financial operating costs of the organisation, desired profit margins and achievement of high yield in order to determine an appropriate selling price
- industry fee, commission and mark-up procedures and rates appropriate to the varying organisations within the distribution network
- a range of formats for and inclusions of documents which provide business pricing structures e.g. internal organisational price lists or manuals
- a range of formats for and inclusions of plans produced to implement new products.

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

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

Evidence of the following is essential:

- project or work activities that show the candidate's ability to research, assess and develop the floristry product range for a specific floristry business and to monitor the product's success
- ability to fully research, comprehend and analyse information on the full range of issues that relate to the development of the floristry product range
- detailed knowledge of the floristry industry, including structure, interrelationships, information sources and distribution and marketing networks
- ability to consult and communicate with colleagues and external stakeholders
- project or work activities to develop multiple and diverse product ranges. To ensure consistency of performance and ability to respond to different commercial needs, this should occur over a period of time
- project or work activities conducted over a sufficient period so that the research, analysis and monitoring aspects of this unit can be assessed.

Context of and specific resources for assessment

Assessment must ensure:

- access to a fully equipped office environment using appropriate computers, communication technology (e.g. audiovisual and photography), information programs and publications to facilitate the processes involved in developing the floristry product range
- access to a business for which floristry products would be developed or to comprehensive and sufficient information about that floristry business to allow the candidate to fully research, assess and develop the floristry product range
- access to current floristry industry data and information sources about floristry market trends and appropriate product match
- involvement of key stakeholders, both internal and

EVIDENCE GUIDE	
	external, so that consultation can be achieved.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • project activities to research, assess and develop the floristry product range in conjunction with an industry operator • project activities to research, assess and develop the floristry product range for the training college or local community • review of completed product costing and pricing structures for specific products • case studies to assess the candidate's ability to assess markets with differing product preferences and requirements • case studies to assess the candidate's ability to evaluate floristry products and markets with different distribution and marketing networks • written and oral questioning or interview to test knowledge such as structure of the floristry industry, industry interrelationships, distribution networks, and mark-up and commission structures • review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate. Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • SIRXMPR001A Profile a retail market • SITXMGT006A Establish and conduct business relationships • BSBDES602A Research global design trends • SFLDEC407A Design complex floristry products • SFLDEC510A Design and produce innovative floristry products.

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.

Some examples of ***floristry products*** included in a product range are:

- flowers including:
 - fresh (common, exotic and Australian wildflowers)
 - dry and preserved
 - artificial.
- plant materials including:
 - fresh (common, exotic and Australian foliage)
 - dry and preserved
 - artificial
 - potted plants
 - fruit and vegetables.
- horticulture products
- cash and carry arrangements
- display or stock items
- ancillary items and merchandise including:
 - chocolates, fruit, nuts, alcohol
 - hampers
 - gift items of any type
 - novelties such as balloons and toys
 - flower preservatives and conditioning agents.
- presentation materials including:
 - wrapping
 - gift cards and message items
- services such as:
 - design consultancy
 - event styling
 - relay organisation
 - transportation and delivery
 - labour for management of on-site events or special occasions

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	• on-site installation and disposal of floral displays • on-site maintenance of all floral displays throughout the life of an event or special occasion. • large , small or themed corporate displays including components constructed off-site and assembled on-site for: • exhibition centres • ball rooms • restaurants and reception centres • theatres • galleries • hotels • government buildings • hospitals • corporate offices • marquees • gardens • cruise boats • churches or chapels. • floral arrangements for events and special occasions: • corporate events • balls and banquets • themed events • industry and other awards presentations • theatrical performances • trade shows • exhibitions • floral festivals • weddings • parties e.g. birthdays and engagements • celebrations e.g. Christmas and St Valentine's Day • religious celebrations e.g. communions, bar mitzvahs • funerals.
Information sources may include:	• local, regional, state or territory, and federal

RANGE STATEMENT	
	government business development departments and advisory bodies • government funding bodies • government and private small business research bodies • floristry industry associations • grower associations • others in the distribution network, which will vary but can include: • retail floristry outlets • franchisor organisations • marketing and distribution companies • event management companies. • business management and marketing consultancies • reports on floristry trends • customer surveys and general feedback • the Internet • media • industry journals or trade magazines • personal observation and experience • colleagues, supervisors and managers • industry contacts, mentors and advisors • trade shows.
External stakeholders may include:	• customers • floristry industry associations • business management and marketing consultancies • growers and grower associations • others in the distribution network, which will vary but can include: • retailer floristry outlets • franchisor organisations • marketing and distribution companies • event management companies • suppliers. • funeral directors, cemeteries and crematoria which have special procedures for the display and delivery of funeral specific products • licensing or regulatory authorities.

RANGE STATEMENT	
<i>Technologies, market and design trends</i> may involve:	• emerging floristry construction techniques • use of texting (SMS) • use of the Internet • use of digital photography and scanners • use of design and accounting software • use of electronic technology to track orders, delivery and relay services • use of GPS systems for delivery of products • emerging customer preferences • changing customer demographics • seasonal or in fashion colours • the influence of clothing fashion, fabric and colour trends • the influence of architecture, interior design and trends in interior decoration • the influence of themed events • the influence of new hybrid flowers and plant materials • emerging technologies that impact on production.
<i>Product and service gaps</i> may include:	• gaps within the existing product range • gaps in product not currently delivered by any competitor or potential competitor • specific consumer markets not currently serviced by any competitor or potential competitor • markets for which level of demand is not being met.
<i>External issues that impact on establishing a product</i> may include:	• legal compliance • intellectual property ownership of competitors' copyrighted products • legal liability issues • current and emerging economic climate • environmental considerations • cultural considerations • technological developments • general industry trends.
<i>Self-assessment of the organisation's capability to provide proposed product</i> may involve:	• considering the range of products currently offered and resources required to diversify • considering the product preferences and requirements of target market

RANGE STATEMENT	
	- conducting a risk assessment of all aspects of providing required products - considering resources required to establish a new product - considering budgetary constraints involved in providing the product and applying a profitable selling price.
Expenditure items may include:	- supply of all component products and services that make up the product - capital costs of the product developer and proportion attributed to the product - fixed costs that relate to delivery of the product - variable costs - marketing costs - human resource costs for all personnel involved in designing, producing and delivering the product - business insurances - licensing and permit fees - proportion of product developer's operating costs attributed to providing the product.

Unit Sector(s)

Unit Sector	Floristry
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Competency field

Competency field	Floristry Sales and Operations
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Co-requisite units

Co-requisite units		

Co-requisite units		