



Australian Government

Department of Education, Employment and Workplace Relations

SIRRRPK001A Advise on food products and services

Revision Number: 2

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Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
Second Release	Editorial updates

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to develop product knowledge and provide advice to customers with regard to fresh food and food products, including convenience foods.

Application of the Unit

This unit applies to frontline service personnel. It requires the application of product knowledge in defined areas of food retailing or a more general category according to store requirements.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

SIRRFSA001A Apply retail food safety practices

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element	Performance Criteria
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.
1. Identify product range and develop product knowledge.	1.1.Develop product knowledge by accessing <i>relevant sources of information.</i> 1.2.Identify store food <i>product range.</i> 1.3.Convey <i>product information to other staff members</i> as required.
2. Advise on food products.	2.1.Apply product knowledge to advise <i>customers</i> on relevant product information. 2.2.Provide product information for customers on request. 2.3.Recommend complementary products, specials, new lines and seasonal promotions to customers.
3. Advise on food services.	3.1.Promote, quote on and arrange store <i>food services</i> to meet <i>customer requests</i> according to <i>store policy and procedures.</i>

Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

Required skills

The following skills must be assessed as part of this unit:

- interpersonal communication skills to:
 - apply product knowledge by providing information and advice to customers and staff
 - make recommendations and advise on services through clear and direct communication
 - ask questions to identify and confirm requirements
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- ability to interpret store and industry manuals and documentation (paper-based or computerised)
- literacy skills in regard to:
 - reading and understanding product information
 - reading and understanding store policy and procedures
 - recording information
 - numeracy skills in regard to pricing, and estimation and weighing of quantities.

Required knowledge

The following knowledge must be assessed as part of this unit:

- store policy and procedures in regard to:
 - the store food safety program
 - the sale of food items
 - quality policy to customers and suppliers
 - allocated duties and responsibilities
 - taking customer orders
- current food services available to customers
- specialist product knowledge, including:
 - specialised products
 - corresponding benefits of various products
 - shelf life and use-by date
 - storage requirements
 - ingredients or materials contained in products
 - features and use of products
 - corresponding or complementary products and services
 - stock availability
- store and industry manuals and documentation (paper-based or computerised)

- stock, merchandise and service range
- pricing procedures, including GST requirements
- other relevant policy and procedures
- relevant legislation and statutory requirements
- relevant industry codes of practice.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

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

Evidence of the following is essential:

- consistently applies store policy and procedures, which comply with consumer law and legislative requirements regarding the sale of food items
- consistently applies product information contained in store manuals and manufacturer product labels when providing advice to customers
- consistently applies store policy and procedures and industry codes of practice in regard to customer service and selling products and services
- develops, maintains and conveys product knowledge to other staff as required
- applies detailed and specialised product knowledge to provide accurate advice according to customer requirements.

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work environment
- sources of product knowledge
- suitable merchandise
- relevant documentation, such as:
 - store policy and procedures manuals
 - customer order forms.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- third-party reports from a supervisor
- customer feedback
- written or verbal questioning to assess knowledge and understanding
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SIRRFSA001A Apply retail food safety practices.

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 in the performance criteria is detailed below.

- Relevant sources of information*** may include:
- store or supplier product manuals
 - videos, DVDs and multimedia
 - product demonstrations
 - labels
 - store tours
 - internet.
- Product range*** may include:
- delicatessen goods
 - fresh produce
 - bakery items
 - seasonal varieties
 - exotic and unusual lines
 - dairy products
 - frozen foods
 - dried foods
 - canned foods
 - prepared salads
 - convenience foods.
- Product range*** may be identified according to:
- origin
 - price range
 - product variety
 - physical characteristics
 - seasonal availability.
- Product information*** may include:
- product types
 - varieties
 - features
 - price
 - ingredients
 - simple nutritional information
 - handling and storage
 - cooking tips from manufacturer data.
- Other staff members*** may include:
- new or existing staff
 - people with varying levels of language and literacy
 - people from a range of cultural, social and ethnic backgrounds.
- Customers*** may include:
- new or repeat contacts
 - external and internal contacts
 - business customers or individuals

- customers with routine or special requests
 - people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.
- Food services*** may include:
- special occasion catering
 - boardroom catering
 - convenience foods
 - food delivery services
 - cook to order services
 - seasonal promotions.
- Customer requests*** may include:
- preferences
 - health factors
 - culturally specific requirements.
- Store policy and procedures*** in regard to:
- selling food products and services
 - interaction with customers
 - quality assurance
 - ordering food products
 - processing customer orders.

Unit Sector(s)

Retail

Competency field

Product Knowledge