



Australian Government

Department of Education, Employment and Workplace Relations

WRBCS513B Investigate new products and services

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to investigate and introduce a limited range of new products and services. This competency may apply to a range of roles in the workplace.

This unit is equivalent to and replaces WRB34A Investigate New Beauty Products and Services, as packaged in WRB99.

Application of the Unit

This unit requires the beauty therapist to analyse the market, products, services and suppliers to plan and introduce new products and service which increase profit margins. Skill in communicating with clients, staff and suppliers, and knowledge and skill in the application of relevant legislation and workplace policies are also required. Knowledge and skill in monitoring and controlling the quality and sales performance of products is also required. In the context of an assessment-only and/or a training delivery and assessment pathway, units of competency which relate to this unit are identified in the Evidence Guide of this unit.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the level of performance required to demonstrate achievement of the element. The variables for the **bold italicised** text are outlined in the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Analyse market	1.1 Workplace marketing and merchandising policies are identified. 1.2 Client requirements are monitored informally in order to evaluate market trends and client needs. 1.3 New products and services are identified. 1.4 Opportunities to improve sales and services are identified. 1.5 Product and service range is monitored to identify the demand for individual items and seasonal variations. 1.6 Market competition is identified. 1.7 Product and service range is planned.
2 Plan product and service range	2.1 Service and product range is identified and assessed against workplace policies and procedures, market analysis, sales performance and fashion trends. 2.2 New techniques for service range are identified according to workplace policies and procedures. 2.3 Workplace space requirements and product/service mix are identified according to workplace policies and procedures.
3 Maintain supplier relations	3.1 Relationships with suppliers are established and maintained. 3.2 New suppliers are identified and existing suppliers are updated according to performance indicators and workplace requirements.
4 Negotiate supply of goods	4.1 Arrangements with suppliers are negotiated and implemented according to workplace policies and procedures. 4.2 Records of suppliers and stock are monitored for accuracy and legibility and appropriate action taken

where necessary.

- 4.3 Records of negotiations and agreements are conveyed to **appropriate personnel** within designated time lines.
- 4.4 Immediate corrective action is taken where potential or actual problems with supply are indicated.
- 4.5 Product range and **source of supply** are analysed, evaluated and amended according to management, staff and client feedback.
- 5 Monitor quality control
 - 5.1 Merchandise quality standards are established with suppliers according to **legal requirements**, client requirements and workplace policies and procedures.
 - 5.2 **Merchandise quality** is monitored during supply and delivery process.
 - 5.3 Stock return figures are recorded and analysed against target figures.
- 6 Introduce product range
 - 6.1 Staff is informed of new product ranges and advised of preferred location of merchandise.
 - 6.2 Staff training in product knowledge is implemented to introduce product range.
 - 6.3 New products/services are demonstrated/displayed to staff according to workplace merchandising plan.
- 7 Maximise profit
 - 7.1 Individual product range contributions are calculated/estimated against budget/targets.
 - 7.2 Product range assessment checks are developed and implemented against budget/targets.
 - 7.3 Profit margins are maximised in negotiations with suppliers.
 - 7.4 Workplace pricing policies for services and products are determined according to stated net profit margin in workplace merchandising plan and legal requirements.
 - 7.5 Specifications for **terms of trade** are negotiated.

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| 8 Rationalise stock | 8.1 Product range is updated at regular intervals. |
| | 8.2 Product lines to be deleted are identified and action taken to minimise adverse effect on profit. |
| | 8.3 Stock is consolidated as required to maximise sales potential. |

Required Skills and Knowledge

Not applicable.

Evidence Guide

The evidence guide describes the underpinning knowledge and skills that must be demonstrated to prove competence. It is essential for assessment and must be read in conjunction with the performance criteria, the range statement and the assessment guidelines of the relevant Training Package.

Overview of assessment requirements

A person who demonstrates competency in this standard must be able to analyse the market, products, services and suppliers to plan and introduce new products and service which increase profit margins. Skill in communicating with clients, staff and suppliers must be demonstrated. Knowledge of relevant legislation and workplace policies and procedures and their application to investigating and introducing new products and service must also be demonstrated. The evidence provided must also demonstrate knowledge and skills in monitoring and controlling the quality and sales performance of products.

Specific evidence requirements

Critical aspects of evidence required to demonstrate competency in this unit

Knowledge and consistent application of workplace policies and procedures and industry Codes of Practice in regard to workplace merchandising and marketing.

Knowledge and consistent application of Federal, State and local statutory requirements/regulations including consumer law.

Knowledge and consistent application of

workplace policies and procedures in regard to market analysis, planning, procurement and rationalisation of product and service ranges, maintenance of supplier relations and quality control.

Accurately interpreting market trends and consistently creating opportunities to improve sales and services, while maximising profits.

Maintaining supplier relations, negotiating supply of goods, rationalising stock and monitoring quality control.

Communicating product range information to team members.

Context of assessment

For valid and reliable assessment of this unit, competency should be consistently demonstrated over a period of time and observed by the assessor and/or the technical expert working in partnership with the assessor. The technical expert may include the beauty therapist and/or an experienced person at the workplace.

Competency should be demonstrated in the workplace or a simulated workplace environment in a range of situations which may include client interruptions and involvement in other related activities normally expected in the workplace. For further guidance on the use of an appropriate simulated environment, refer to page 32 of the Assessment Guidelines in this Training Package.

Relationship to other units

In the context of an assessment-only and/or a training delivery and assessment pathway, all units which relate to a job function can be integrated for assessment purposes.

Method of assessment

The following assessment methods are suggested:

observation of the learner performing a range of tasks in an actual or simulated work environment, over sufficient time to demonstrate his/her handling of a range of contingencies. Tasks may include:

performing market analysis

negotiating supply of goods

rationalising stock.

written and/or oral questioning to assess knowledge and understanding of investigating new products and services procedures, including market analysis, quality standards and profit margins. Questions will be asked in a manner appropriate to the language and literacy level of the learner.

completing workplace documentation relevant to investigating new products and services procedures.

third party reports from experienced beauty professionals in the workplace.

completion of self-paced learning materials, including personal reflection and feedback from trainer/coach/supervisor.

Evidence required for demonstration of consistent performance

For valid and reliable assessment of this unit, evidence should be gathered through a range of methods to indicate consistent performance.

It can be gathered from assessment of the unit of competency alone, through an integrated assessment activity or through a combination of both.

Evidence should be gathered as part of the learning process.

Required skills and knowledge to achieve the performance criteria

Skills

Investigating products and services including:

- evaluation and analysis of market trends and projections
- evaluation and analysis of sales figures and investment levels
- evaluation and analysis of space requirements.

Negotiating with suppliers.

Conducting staff training.

Language, literacy and numeracy skills relevant to the role and workplace requirements.

Knowledge

Workplace policies and procedures in regard to merchandising and marketing policies.

Relevant legislation and statutory requirements, including consumer law.

The following procedures in relation to investigation of products and services:

- industry Codes of Practice
- market needs
- range of products/services available
- market competition
- current and future stock levels
- existing and possible new suppliers
- salon quality control procedures and requirements
- staff product training policies
- profit requirements.

Specific resources required for assessment A work team.

Relevant documentation, such as:
salon merchandise and marketing policies
local and statutory requirements.

A qualified workplace assessor or
assessment team.

Key competencies

The seven key competencies represent generic skills considered for effective work participation. The numbering against each of the key competencies indicates the performance level required in this unit.

Level 1 represents the competence to undertake tasks effectively.

Level 2 represents the competence to manage tasks.

Level 3 represents the competence to use concepts for evaluating and reshaping tasks.

Key Competency	Example of Application	Performance Level
How can communication of ideas and information be applied?	Informing relevant personnel when introducing a new product range will require the communication of ideas and information.	2
How can information be collected, analysed and organised ?	Information on new product ranges will need to be collected, analysed and organised.	3
How are activities planned and organised ?	Identifying new suppliers will require activities to be planned and organised.	2
How can team work be applied?	Informing and training staff members will require the application of team work.	2
How can the use of mathematical ideas and techniques be applied?	Analysing stock figures will require the application of mathematical ideas and techniques.	2
How can problem solving skills be applied?	Analysing, evaluating and amending stock range will require the application of problem solving.	2

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 will affect performance.

The following variables may be present with training and assessment depending on the work situation, needs of the trainee, accessibility of the item, and local industry and regional contexts. **Bold italicised** text from the performance criteria is detailed here.

Marketing and merchandising policies may include but are not limited to:

current market position
target markets
quality control policies and procedures.
pricing, labelling and packaging requirements
net profit margin.

Client requirements may include but are not limited to:

price
quality
range.

New products and services may include but are not limited to:

skin care
nail care
massage
relaxation.

Opportunities to improve sales and services may include but are not limited to:

expansion of existing services
introduction of new services
staff training
equipment upgrade
image update.

Product and service range may include but is not limited to:

new or existing stock
new or existing services
new techniques.

Market competition may include but is not limited to:

salons
day spas
private operators.

Workplace policies and procedures may include but are not limited to:

pricing/profit margins
product placement
supplier payment
client service
market analysis
planning, procurement and rationalisation of product and service ranges
maintenance of supplier relations
quality control.

New techniques may include but are not limited to:

new equipment
new products.

Relationships with suppliers may include but are not limited to:

face to face contact
correspondence
meetings
telephone or electronic contact.

Performance indicators may include but are not limited to:

price
quality
performance
supply reliability
product range.

Records may include but are not limited to:

manual records
electronic records.

Appropriate personnel may include but are not limited to staff
salon/store owner.

Source of supply may include but is not limited to: local
interstate
overseas.

Legal requirements may include but are not limited to: consumer law
inclusion/exclusion of Goods and Services Tax (GST).

Merchandise quality may include but is not limited to: damage
expiry date.

Terms of trade may include but are not limited to: special buys
payment terms
promotional deals with suppliers
partnership promotions.

Unit Sector(s)

Not applicable.

Competency Field

Beauty