

**14930 version 2**

**Manage the merchandising and display of meat for sale**

**Level: 5 Credits: 8**

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Entry information: Open.

Special notes

1 Definition

*Companies* includes independent retail meat outlets, retail meat franchises, and supermarkets with retail meat departments. It includes all butcheries.

2 Legislation relevant to this unit standard includes but is not limited to the: Food Act 1981, Australia and New Zealand Food Code 2002, Food Hygiene Regulations 1974, Health and Safety in Employment Act 1992, Biosecurity Act 1993, Fair Trading Act 1986, Weights and Measures Act 1987, Consumer Guarantees Act 1993, Commerce Act 1986, Sale of Goods Act 1908, Animal Products Act 1999 and their subsequent amendments, or replacement legislation and regulations.

3 This unit standard may be assessed on the basis of evidence of demonstrated performance in the workplace or in simulated work situations such as at a regional assessment centre. In practice, this will call for a variety of modes of assessment and forms of evidence. Evidence is also required to demonstrate knowledge, understanding, and skill in the principles and practices directly relating to the competent performance of elements and performance criteria.

Judgment statement

Verifier: The trainee has shown ability to meet the standard stated within this unit in accordance with company specifications, procedures and where appropriate manufacturer's instructions.

Assessor: Based on the evidence of the verifier and demonstrated skills and knowledge the candidate has met the criteria as specified within this unit including all range statements.

Focus: Throughout this area of assessment the candidate will need to consistently apply knowledge learned relating to: sound businesses practices, organisational business rules and legislative requirements relating to acts, codes and legislation listed above.

**Element 1**

Identify and respond to customer requirements for meat based products.

Range: price, nutrition, freshness, appearance, convenience, choice, packaging, seasonal and festivity requirements, counter service.

<b>Performance Criteria</b>	<b>Candidate</b>	<b>Verifier/Assessor</b>
1.1 Information gathered on customer requirements is objective, current and comprehensive.  Range: information gathered through any one of the following – customer interviews, customer surveys, questionnaires.  1.2 Purchase of stock matches customer requirements.  1.3 Displayed range of products matches known and potential market.  1.4 Sales targets are consistent with known trading patterns.	Gather information on customer requirements is objective, current and comprehensive through any one of the following – customer interviews, customer surveys, questionnaires.  Respond to customer requirements by aligning the purchase of stock and the range of products displayed to the known and potential markets.  Sales targets must remain consistent with known trading patterns	Verification by store owner/manager covering a six week timeframe.  Performance needs to be measured against company standards and remain consistent with or above known trading patterns.

**Element 2**

Merchandise to generate retail meat sales.

<b>Performance Criteria</b>	<b>Candidate</b>	<b>Assessor</b>
<p>2.1 Sales are generated by making use of location.</p> <p>Range: includes but is not limited to – traffic flow pattern, trading hours visibility, complementary businesses.</p> <p>2.2 Shop interior and floor space are arranged and decorated to present a coherent image to customers in accordance with company requirements.</p> <p>Range: decor, lighting, signs, displays, shelves, counters, use of floor space.</p> <p>2.3 Signs and tickets are visible from customer traffic routes and comply with the Fair Trading Act 1986.</p> <p>2.4 Products are visible to customers and positioned, shelved or stacked neatly.</p> <p>Range: display windows, counter display, display cabinets, display shelves, bulk stacks. Evidence of a minimum of two is required.</p>	<p>Merchandise to generate retail meat sales.</p> <p>Provide evidence of the following:</p> <ol style="list-style-type: none"> <li>1. Making use of location to generate sales.           <ul style="list-style-type: none"> <li>▪ Consider how traffic flow pattern, trading hours visibility, complementary businesses affect the location. Visibility to customers includes position, and how products are shelved or stacked e.g. display windows, counter display, display cabinets, display shelves, bulk stacks. Evidence of a minimum of two of these are required for assessment</li> </ul> </li> <li>2. Arranged and decorated shop interior and floor space to present a coherent image to customers.           <ul style="list-style-type: none"> <li>▪ Arranging and decorating includes decor, lighting, signs, displays, shelves, counters, use of floor space.</li> </ul> </li> <li>3. Signs and tickets are visible from customer traffic routes and comply with the Fair Trading Act 1986</li> </ol>	<p>Verification by store owner/manager needs to include reference to the candidate considering:</p> <ul style="list-style-type: none"> <li>▪ traffic flow pattern, trading hours visibility, and complementary businesses</li> <li>▪ decor, lighting, signs, displays, shelves, counters, use of floor space</li> <li>▪ using a minimum of two of the following display windows, counter display, display cabinets, display shelves, and bulk stacks.</li> </ul>

**Element 3**

Advertise to generate retail meat sales.

Range: Newspapers, radio, mail drop, signs, quality brand endorsement. Evidence for two is required.

<b>Performance Criteria</b>		<b>Candidate</b>	<b>Assessor</b>
3.1	Frequency, content, and layout of advertisements are consistent with company sales objectives.	Arrange advertising to generate retail meat sales in two of the following media: Newspapers, radio, mail drop, signs, quality brand endorsement. Consider what frequency, content, and layout of advertisements are consistent with company sales objectives and how advertisements will match the target audience.  All evidence must be in accordance with company sales objectives	Verification by store owner/manager needs to include sign off that all evidence is in accordance with company sales objectives.
3.2	Advertisements match the target audience in accordance with company sales objectives.		

**Element 4**

Plan and conduct promotions.

<b>Performance Criteria</b>		<b>Candidate</b>	<b>Assessor</b>
4.1	Promotions are consistent with company sales objectives.	Plan and conduct promotions. Identify promotional objectives and a promotion plan. Ensure location, equipment, material, signs and staff perform relating to the promotion are constant with the promotional objectives and plan.  Identify the increased sales of featured product/s	Verification by store owner/manager that the objectives and plan were followed and that the promotion lead to increased sales of featured product/s.
4.2	Location, equipment, material, and signs are consistent with promotional objectives.		
4.3	Promotion staff perform in accordance with the promotion plan.		
4.4	Promotions lead to increased sales of featured product/s.		