

Training Package	Retail Services (SIR07)		HSC Requirements and Advice
Unit title	Advise on bakery products		
Unit code	Competency field	Sector	HSC Indicative Hours
SIRRRPK004A	Product Knowledge	Retail	15

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to develop and apply product knowledge to provide advice to customers with regard to bakery products and services.
Prerequisite units	SIRRFSA001A Apply retail food safety practices
Application of the unit	This unit applies to frontline service personnel. It requires developing product knowledge regarding a variety of bakery products according to store policy and product range and providing advice to customers on products and services.
Employability Skills	The required outcomes described in this unit contain applicable facets of Employability Skills. The <i>Employability Skills Summary</i> of the qualification in which this unit is packaged will assist in identifying Employability Skill requirements.

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 this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Context of and specific resources for assessment	Methods of assessment	Assessing Employability Skills
<p>Evidence of the following is <u>essential</u>:</p> <ul style="list-style-type: none"> consistently applies store policy and procedures which comply with consumer law and legislative requirements regarding the sale of bakery products consistently applies product knowledge to advise on and sell bakery products and services. 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. consistently applies detailed and specialised product knowledge to provide accurate advice according to customer needs. 	<p>Assessment <u>must</u> ensure access to:</p> <ul style="list-style-type: none"> a retail work environment sources of product information a range of bakery products relevant documentation, such as: <ul style="list-style-type: none"> store policy and procedures manuals customer order forms. 	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> 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. <p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> SIRRFSA001A Apply retail food safety practices. 	<p>Employability Skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.</p> <p>Employability Skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.</p>

Required Skills and Knowledge		HSC Requirements and Advice
This section describes the essential skills and knowledge and their level, required for this unit.		
<p>The following skills must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • ability to interpret store and industry manuals and documentation (paper-based or computerised) • interpersonal communication skills to: <ul style="list-style-type: none"> - 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 • literacy skills in regard to: <ul style="list-style-type: none"> - reading and understanding product information - reading and understanding store policy and procedures - recording information • numerical skills in regard to pricing and estimation and weighing of quantities. 	<p>The following knowledge must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • store policy and procedures in regard to: <ul style="list-style-type: none"> - the store food safety program - the sale of bakery products - quality policy, including product, service, cleanliness and presentation - allocated duties and responsibilities - stock availability • current retail bakery products and services available to customers • specialist product knowledge including: <ul style="list-style-type: none"> - specialised products - corresponding benefits of various products - shelf life and use-by date - storage requirements - ingredients contained in products - basic dietary and nutritional aspects - food additives - flavour of various products - uses and preparation methods - basic production methods - features and use of products - corresponding or complementary products and services • store and industry manuals and documentation (paper-based or computerised) • procedures for taking customer orders • buying and ordering procedures • pricing requirements, including GST requirements • other relevant policy and procedures • relevant OHS requirements • relevant legislative and statutory requirements • relevant industry codes of practice. 	<p>Key Terms and Concepts</p> <ul style="list-style-type: none"> • advise on bakery products and services • bakery product knowledge/information • bakery products and service range • complementary products and services • customer buying motives • customer requirements • customer service • customers • develop and convey product and service knowledge • documentation • food safety program • legislative and regulatory requirements • on-sell • preferences, needs and expectations • pricing structure • product labels • product/service characteristics • product/service comparisons • recommend bakery product/service • seasonal availability • sources of information • staff • taking and processing customer orders • verbal and non-verbal communication • workplace/company/store policy and procedures.

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
1 Develop product knowledge	1.1 Develop <i>product knowledge</i> by accessing <i>relevant sources of information</i> .	<p>The Range Statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. <i>Bold italicised</i> wording in the Performance Criteria is detailed below.</p> <p><i>Product knowledge</i> may include:</p> <ul style="list-style-type: none"> • bakery product identification • preparation • cooking methods, recipes and ingredients • nutritional aspects • seasonal availability • handling and storage. <p><i>Relevant sources of information</i> may include:</p> <ul style="list-style-type: none"> • store or supplier product manuals • product profiles • videos • internet • demonstrations • self-paced learning programs • labels • store tours • other staff. 	<p>Learning experiences for the HSC must address:</p> <p><i>NB This unit of competency requires students to develop knowledge in relation to bakery products and services offered by at least one workplace/company/store. Students are required to apply bakery product knowledge and skills and provide advice to a range of customers.</i></p> <p><i>Ideally, this could be undertaken during work placement with students reporting their findings and experience to the class on their return. This will ensure students are made aware of a range of retail environments and the differences in practices between workplaces/companies/stores.</i></p> <p>An awareness of the type of bakery product knowledge employees should be familiar with including:</p> <ul style="list-style-type: none"> • product <ul style="list-style-type: none"> - brand options and varieties - features and benefits - use/application - shelf life/use-by dates - handling requirements - storage requirements - ingredients contained in product (including food additives) - product/ingredient origins - basic production/cookery methods - preparation requirements - basic dietary and nutritional aspects - price - seasonal availability • workplace/company/store <ul style="list-style-type: none"> - stock availability - special offers - corresponding/complementary products and services - procedures for taking orders - payment methods - returns/refunds - after sales service - hours of operation.

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			<p>Identification and understanding of a range of bakery products and services available to customers.</p> <p>An awareness of sources of product knowledge information including:</p> <ul style="list-style-type: none"> • the internet • general media • colleagues, supervisor/team leader and/or manager • workplace/company/store policies and procedures • supplier product manuals/guides • product launches/seminars • product profiles • product information booklets/pamphlets • videos • demonstrations • labels • brochures • store tours • industry associations. <p>An awareness of food items likely to be included in a bakery product range.</p> <p>A basic awareness of current legislative and regulatory requirements including:</p> <ul style="list-style-type: none"> • <i>Trade Practices Act 1974</i> (Cth) (as amended) • <i>Fair Trading Act 1987</i> (NSW) (as amended) • industry codes of practice • occupational health and safety (OHS) • food safety. <p>Workplace/company/store policy and procedures in regard to:</p> <ul style="list-style-type: none"> • food safety program • sale of bakery products • quality <ul style="list-style-type: none"> - product - service - presentation - cleanliness • allocated duties and responsibilities • stock availability.

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	1.2 Research and apply <i>comparisons between products</i> .	<p><i>Comparisons between products</i> may include</p> <ul style="list-style-type: none"> • product varieties • nutritional and dietary aspects • flavour • texture • ingredients • shelf life • cooking requirements • price. 	<p>Learning experiences for the HSC must address:</p> <p>Skills for:</p> <ul style="list-style-type: none"> • basic research <ul style="list-style-type: none"> - identification of relevant information - questioning techniques to obtain information - sorting, summarising and presenting information. <p>Comparisons of product/service characteristics including:</p> <ul style="list-style-type: none"> • brand • range/varieties • price • features • benefits • flavour • texture • ingredients • shelf life • cooking requirements • nutritional and dietary aspects.
	1.3 Read and interpret labels according to legislative requirements and store information.		<p>Learning experiences for the HSC must address:</p> <p>An awareness of details that may appear on a product label including:</p> <ul style="list-style-type: none"> • Australian Product Number (APN) • name and address of vendor • description of product • ingredients • nominal weight • use-by date/best before/shelf life • recommended storage procedures • recommended intended use • nutritional information.
	1.4 Convey <i>product information</i> to <i>other staff members</i> as required.	<p><i>Product information</i> may include:</p> <ul style="list-style-type: none"> • bakery product identification • use • preparation and convenience • cooking methods and recipes • nutritional information 	<p>Learning experiences for the HSC must address:</p> <p>Verbal and non-verbal communication skills.</p> <p>Effective verbal communication including:</p> <ul style="list-style-type: none"> • appropriate language • clear voice

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		<ul style="list-style-type: none"> • country of origin • seasonal availability • taste preferences • flavours • handling and storage conditions and shelf life. <p><i>Other staff members</i> may include:</p> <ul style="list-style-type: none"> • new or existing staff • people with varying levels of language and literacy • people from a range of cultural, social and ethnic backgrounds. 	<ul style="list-style-type: none"> • audible volume • courteous tone • active listening • asking questions or rephrasing to clarify or confirm understanding.
2 Identify bakery products	2.1 Accurately identify store bakery <i>product range</i> according to product information.	<p><i>Product range</i> may include:</p> <ul style="list-style-type: none"> • bread lines • sweet yeast products (buns, scrolls, donuts) • pies and pizzas • cakes (plain, cream, custard, fruit) • pastry lines (sweet, savoury, custard, fruit) • biscuits • hot or cold items • cooked or uncooked items • par-baked or frozen • iced and un-iced items. 	
	2.2 Identify seasonal availability according to store information.		
3 Recommend bakery products	3.1 Evaluate bakery products and services according to <i>customer requirements</i> and <i>store policy and procedures</i> .	<p><i>Customer requirements</i> may be related to:</p> <ul style="list-style-type: none"> • preferences • health factors • allergic reactions • nutritional requirements • cultural preferences • price. <p><i>Store policy and procedures</i> <u>in regard to</u>:</p> <ul style="list-style-type: none"> • selling bakery products • interaction with customers 	<p>Learning experiences for the HSC must address:</p> <p>An awareness of potential customer requirements including:</p> <ul style="list-style-type: none"> • specific brand • quality • quantity • price range • value for money • usage • convenience • flexibility

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		<ul style="list-style-type: none"> • quality assurance • food safety • ordering bakery products • processing customer orders. 	<ul style="list-style-type: none"> • special requirements <ul style="list-style-type: none"> - health - nutritional - allergies - cultural.
	<p>3.2 Discuss features and benefits with <i>customer</i> to create a buying environment.</p>	<p><i>Customers</i> may include:</p> <ul style="list-style-type: none"> • 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. 	<p>Learning experiences for the HSC must address:</p> <p>Types of customers including:</p> <ul style="list-style-type: none"> • new or repeat • external and internal • customers with routine or special needs/requests • people from a range of social, cultural and ethnic backgrounds • people with disabilities. <p>Awareness of the importance of effective, positive and efficient customer service.</p> <p>Awareness of customer buying motives including:</p> <ul style="list-style-type: none"> • emotional • rational. <p>Matching the preferences, needs and expectations of customer through:</p> <ul style="list-style-type: none"> • consultative selling • identification of customer needs/needs analysis • building a relationship with the customer • knowing your product or service. <p>Workplace/company/store procedures for taking and processing customer order.</p> <p>Workplace/company/store documentation related to the provision of bakery products and services:</p> <ul style="list-style-type: none"> • paper-based • electronic. <p>Workplace/company/store procedures for:</p> <ul style="list-style-type: none"> • ordering and buying stock • pricing <ul style="list-style-type: none"> - including Goods and Services Tax (GST) requirements • estimation and/or weighing of quantities.

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	3.3 On-sell specials, new lines and seasonal promotions or offer complementary products to customers according to store policy.		Learning experiences for the HSC must address: A definition of: <ul style="list-style-type: none"> • on-sell.
	3.4 Provide advice on bakery products for customers on request.		
	3.5 Offer customer alternative product or service or advice when requested item is not available.		
4 Advise on bakery services	4.1 Promote, quote on and arrange store retail bakery services for customers on request.	Retail bakery services may include: <ul style="list-style-type: none"> • special occasion catering • boardroom catering • food delivery services • cook to order services • seasonal promotions. 	Learning experiences for the HSC must address: Awareness of a range of possible services including: <ul style="list-style-type: none"> • catering • delivery • cook to order • seasonal promotions.