

MERCHANDIZE FOOD AND BEVERAGE PRODUCTS

UNIT CODE: HOS/OS/FB/CR/03/3

UNIT DESCRIPTION

This unit deals with the Competencies required to merchandize food and beverage products. It involves promoting, upselling, cross selling and rendering happy hour service.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
1. 1. Demonstrate products knowledge	These are assessable statements which specify the required level of performance for each of the elements. <i>Bold and italicized terms are elaborated in the Range.</i> 1.1 Names and pronunciations of menu items are mastered as per workplace policy. 1.2 Prices of all menu items are mastered as per workplace policy. 1.3 Ingredients including sauces and accompaniments of menu items are mastered as per workplace policy. 1.4 Description of every menu items are mastered as per workplace policy. 1.5 <i>Common food and beverage allergens</i> are mastered as per workplace policy.

<p>2. Market food and beverage products</p>	<p>2.1 Menu items information is provided in clear explanations and descriptions as per workplace policy.</p> <p>2.2 Names of specific menu items are suggested to guests as per SOPs.</p> <p>2.3 Food and beverage pairings are recommended as per SOPs.</p> <p>2.4 More pricier food and beverage are recommended as alternative during order taking as per SOPs.</p> <p>2.5 Related menu item is recommended alongside guest order as per SOPs.</p> <p>2.6 Information on promotional products are distributed as per workplace policy.</p> <p>2.7 Positive feedback from guests is disseminated to prospective guest as per workplace policy.</p> <p>2.8 <i>CSR activities</i> are participated in as per workplace policy.</p> <p>2.9 Descriptive words are used while explaining the dishes to make it more tempting and appetizing as per workplace.</p> <p>2.10 Marketing is carried out as per SOPs and workplace policy.</p>
<p>3. Provide happy hour services</p>	<p>3.1 Happy hour offers are communicated to guests as per SOPs.</p> <p>3.2 Happy hour services are offered as per workplace policy and SOPs.</p>

RANGE OF VARIABLES

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

VARIABLE	RANGE
<p>1. Common food and beverage allergens may include but not limited to:</p>	<p>1.1 Gluten</p> <p>1.2 Red meat</p> <p>1.3 Nuts</p> <p>1.4 Eggs</p> <p>1.5 Lactose</p> <p>1.6 Soy</p>
<p>2. CSR activities may include but not limited to:</p>	<p>2.1 Environmental protection activities</p> <p>2.2 Visiting the needy</p>

	2.3 Games Sponsorship 2.4 Foundation-education
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REQUIRED SKILLS AND KNOWLEDGE

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

Required Skills

The individual needs to demonstrate the following skills:

- Basic accounting
- Organize and present customer bill
- Numerical skills
- Communication skills
- Time management
- Work culture
- Conflict resolution skills
- Negotiation skills
- Analytical skills
- Problem solving
- Critical thinking
- Sales and marketing skills
- People skills
- Ability to apply selling techniques
- Ability to make suggestions and recommendations in line with customer wants and needs

Required knowledge

The individual needs to demonstrate knowledge of:

- Product knowledge
- Food and beverage pairing
- Sales and Marketing principles
- Food allergens
- Public relations

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

<p>1. Critical aspects of competency</p>	<p>Assessment requires evidences that the candidate:</p> <ul style="list-style-type: none"> 1.1 Demonstrated masterly of pronunciations, prices, ingredients and accompaniments of menu items. 1.2 Demonstrated masterly of common food and beverage allergens. 1.3 Provided menu items information in clear explanations and descriptions. 1.4 Suggested names of specific menu items. 1.5 Recommended food and beverage pairings. 1.6 Recommended pricier food and beverage as alternatives during order taking. 1.7 Recommended related menu item alongside guest order. 1.8 Distributed information on promotional products. 1.9 Disseminated positive feedback from guests to the public. 1.10 Participated in CSR activities. 1.11 Marketed menu items. 1.12 Provided happy hour services
<p>2. Resource Implications</p>	<p>The following resources MUST be provided:</p> <ul style="list-style-type: none"> 2.1 A functional restaurant
<p>3. Methods of Assessment</p>	<p>Competency may be assessed through:</p> <ul style="list-style-type: none"> 3.1 Written tests 3.2 Interview 3.3 Oral questioning 3.4 Observation 3.5 Third party report
<p>4. Context for Assessment</p>	<p>Assessment must be conducted in</p> <ul style="list-style-type: none"> 4.1 Workplace or simulated work environment or 4.2 CDACC accredited assessment center/venue

5. Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.
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