

UNIT TITLE: DEVELOP NEW PRODUCTS AND SERVICES		NOMINAL HOURS: 50
UNIT NUMBER: D1.HCS.CL6.07		
UNIT DESCRIPTOR: This unit deals with the skills and knowledge required to develop new products and services in a range of settings within the hotel industries		
ELEMENTS AND PERFORMANCE CRITERIA	UNIT VARIABLE AND ASSESSMENT GUIDE	
<p>Element 1. Analyse market</p> <p>1.1 <i>Target markets</i> are identified in accordance with enterprise marketing and merchandising policies</p> <p>1.2 <i>Analyse market competition</i></p> <p>1.3 Client requirements are monitored informally in order to evaluate <i>market trends</i> and client needs</p> <p>1.4 New products and services are identified</p> <p>1.5 Opportunities to improve sales and services are identified</p> <p>1.6 Product and service range is monitored to identify the demand for individual items and seasonal variations</p> <p>1.7 Product and service range is planned</p> <p>Element 2. Evaluate market trends in food production and/or food and beverage service</p> <p>2.1 Identify and access <i>information sources</i> on market trends in food production and/or food and beverage service</p> <p>2.2 Evaluate <i>market trends</i> for relevance to the enterprise current and potential markets</p>	<p>Unit Variables</p> <p>The Unit Variables provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment</p> <p>This unit applies to developing and implementing business plans within the labour divisions of the hotel and travel industries and may include:</p> <ol style="list-style-type: none"> 1. Food and Beverage Service 2. Food Production <p><i>Target markets</i> may include:</p> <ul style="list-style-type: none"> • any group within the community, including those with particular nutritional or dietary needs and interests • young people • older people • infants/children/adolescents • prison populations • defence forces • athletes • health care customers • people from specific cultural or religious groups • people from different socio-economic groups 	

<p>2.3 Identify and access <i>relevant information</i> to assist development of new products or services</p> <p>Element 3. Create products or services based on market analysis and within budgetary constraints</p> <p>3.1 Incorporate relevant market trends into food service and menu planning</p> <p>3.2 Develop products and services to take account of market trends</p> <p>3.3 Develop products and services to take account of <i>enterprise operational constraints or limitations</i></p> <p>3.4 Construct products and services to meet profitability targets</p> <p>Element 4. Monitor sales performance of products and services</p> <p>4.1 <i>Evaluate new products and/or services</i> in consultation with <i>stakeholders</i></p> <p>4.2 Analyse products and services in terms of <i>business objectives</i></p> <p>4.3 Adjust products and services based on feedback and profitability</p>	<p><i>Analyse market competition</i> may include consideration of:</p> <ul style="list-style-type: none"> • location • product and service mix • packaging or presentation • quality factors, such as time, cost, variations • access • continuity <p><i>Market trends</i> may relate to:</p> <ul style="list-style-type: none"> • contemporary eating habits • media influence • cultural and ethnic influences • seasonal and popular influences • major events and festivals <p><i>Information sources</i> may include</p> <ul style="list-style-type: none"> • peers • Internet • official statistics • government agencies • industry associations • business advisory services • financial institutions • industry publications <p><i>Relevant information</i> may include:</p> <ul style="list-style-type: none"> • current performance data • sales and contracts • forecasted trends and opportunities • available resource commitments and capacity
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Enterprise operational constraints or limitations may relate to:

- capabilities and resources
- cost
- target market

Evaluate new products and/or services may relate to:

- key performance indicators, e.g. demand patterns, sales, return on investment
- customer feedback
- employee feedback

Stakeholders may include:

- customers
- employees
- owners
- suppliers
- strategic alliance partners

Business objectives may include:

- sales figures
- revenues
- delivery times
- service standards

Assessment Guide

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

- different types and styles of products and services for different type of food outlets
- historical development of menus, modern trends in menus
- current food trends, typical cultural and ethnic dining influences
- product knowledge of commodities required to meet menu needs of particular target groups, seasonal products
- costing and budgeting techniques associated with developing new products and services

- sources of information on food service trends
- basic market research techniques in specific relation to food service preferences and trends

Linkages To Other Units

- Plan and manage menu-based catering
- Organise food service operations
- Design meals to meet specific dietary or cultural needs
- Design meals to meet specific market requirements

Critical Aspects of Assessment

Evidence of the following is essential:

- demonstrated ability to undertake detailed, thorough and appropriate analyses of both internal and external business environments to provide a sound basis for the development of new products and services
- ability to conduct market research, identify current and relevant trends
- ability to cost new products and services within budgets
- preparation of new products and services meeting the needs of a range of different target markets
- demonstrated ability to collect and analyse financial performance information
- consistency of performance across a range of situations that demonstrates knowledge, understanding and skill in implementing the principles and practices of developing new products and services

Context of Assessment

This unit may be assessed on or off the job

- assessment should include project or work activities that allow the candidate to develop multiple menus to meet a range of target markets for various catering operations or hospitality outlets
- assessment must relate to the individual's work area, job role and area of responsibility and require the candidate to use current industry data and market trend information

Resource Implications

Training and assessment to include access to a real or simulated commercial environment in which the new products or services can be implemented; and access to workplace standards, procedures, policies, guidelines, tools and equipment

Assessment Methods

The following methods may be used to assess competency for this unit:

- case studies
- observation of practical candidate performance
- oral and written questions
- portfolio evidence
- problem solving
- role plays
- third party reports completed by a supervisor
- project and assignment work

Key Competencies in this Unit

Level 1 = competence to undertake tasks effectively

Level 2 = competence to manage tasks

Level 3 = competence to use concepts for evaluating

Key Competencies	Level	Examples
Collecting, organising and analysing information	2	Analyse market research information; research and analyse menus, recipes
Communicating ideas and information	2	Write menus and product descriptions
Planning and organising activities	2	Plan sequence of food in menus, plan menus for a period of time and for different purposes
Working with others and in teams	2	Consult colleagues on possible menu options
Using mathematical ideas and techniques	2	Calculate costs of menus, work within budgets
Solving problems	2	Deal with problems such as special needs of different customer groups while maintaining traditional customer base
Using technology	2	Identify and analyse the optimum use of technology to achieve business objectives