

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Carry out food/drink sampling promotion activities
Code	105705L2
Range	This unit of competency (UoC) is applicable to staff responsible for food/drink promotion. It covers the abilities to carry out food/drink sampling promotion activities according to the corporate code of hygiene, and use sound customer communication and sales skills to actively promote the products in the sampling period so as to support the product promotion activities of the organization.
Level	2
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of food/drink promotion</p> <ul style="list-style-type: none"> • Understand the sales targets and strategies of the organization for food/drink • Understand the details of the food/drink sold by the organization, e.g.: <ul style="list-style-type: none"> • Types of products • Name and ingredients of products • Origin and production method of products • Quality and grade of products • Attractiveness to customers, e.g. colour, aroma, taste, etc. • Preservation and storage methods • Understand the importance of food sampling promotion activities to boosting the sales of food/drink • Master the criteria for selecting food/drink for food sampling promotion activities, e.g.: <ul style="list-style-type: none"> • Relevance to the theme of promotion activity • Right quality and quantity for sampling and promotion • Keep the samples fresh, tasty with a continuous supply during the period of sampling promotion • Master the reasons for food/drink unfit for sale, e.g. expired or deteriorated • Master the basic hygienic measures and code of safety for handling food/drink • Master the customer communication and basic sales skills

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Competency	<p>2. Carry out food/drink sampling promotion activities</p> <ul style="list-style-type: none"> • Properly prepare the food/drink for sampling promotion according to the corporate code of hygiene, e.g.: <ul style="list-style-type: none"> • Arrange the food/drink samples at the promotion venue in a visually appealing way • Put the product samples which require to be frozen in the freezer or other suitable places • Prepare specified gifts in sufficient quantity • Regularly monitor the condition of food/drink and follow up properly, e.g.: take away items which have been placed for a prolonged period/deteriorated • Regularly replenish the food/drink for sampling and maintain an adequate supply • Serve the customers to sample the products, including: <ul style="list-style-type: none"> • Displaying the food/drink samples and actively invite the customers to taste • Communication with the customers in a friendly manner and way • Enquire the customers on their comments on the food and drink accordingly • Answer the enquiries from customers on the product correctly and further introduce other related products • Retrieve the cups, plates and utensils from the customers and dispose of or wash them properly • Follow the code for occupational safety and health when carrying out food/ drink sampling promotion activities so as to reduce the occurrence of accidents; timely and properly handle emergencies, e.g. : <ul style="list-style-type: none"> • Being alert at all times and considerate of the safety of yourself, co-workers and customers, e.g. : <ul style="list-style-type: none"> • Avoiding being close to heating stoves, and sticking warning signs if necessary • Averting cuts caused by knives or sharpening tools • Performing first aid treatment immediately (e.g. stopping wound bleeding and applying medicine to prevent bacterial infection) or seeking help from a qualified first-aid officer when you or other people are injured • Immediately reporting to the higher level and making phone calls to seek for help in case of serious incidents • Properly store the food and drink after the promotion activity is over and put all the knives/tools at a safe place <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure the hygiene and tidiness of the products for sampling during the food/drink sampling promotion activities and communicate with customers in a friendly manner
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Carry out food/drink sampling promotion activities properly according to the corporate codes of safety and hygiene; and • Use sound communication and sales skills to promote the products to customers during the sampling period so as to support the organization's promotion activities.
Remark	