

CURRICULUM of COMPETENCY UNIT (CoCU)

Sub Sector	FOOD AND BEVERAGES						
Job Area	BAKERY PRODUCTION						
Competency Unit Title	BAKERY PRODUCT SALES & MARKETING						
Competency Unit Descriptor	Bakery product sales & marketing are to sell & market bakery product in accordance with company requirements. The personnel who are competent in bakery product sales shall be able to carry out bakery product sales and collect customer feedback to meet required sales target and quality.						
Competency Unit ID		Level	2	Training Duration	30 Hours	Credit Hours	
Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria	
1. Identify bakery products sales & marketing requirements	<ul style="list-style-type: none"> i. Types of bakery product and selling price ii. Bakery products sales workflow/process iii. Bakery products sales Standard Operating Procedure (SOP) 			1 hour	Lecture	<ul style="list-style-type: none"> i. Types of bakery product and selling price determined ii. Bakery products sales & marketing workflow/process determined 	
		<ul style="list-style-type: none"> i. Determine types of bakery product and selling price ii. Determine bakery products sales & marketing workflow/process iii. Determine bakery products sales & marketing Standard Operating Procedure (SOP) 			2 hours	Demonstration & Observation	<ul style="list-style-type: none"> iii. Bakery products sales & marketing sop determined

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
			<u>Attitude:</u> i. Resourceful in identifying bakery products sales & marketing requirements <u>Safety:</u> -Not applicable-			
2. Arrange bakery product sales & marketing activities	i. Marketing plan ii. Marketing mix <ul style="list-style-type: none"> • Product • Price • Promotion • Place iii. Respondents' profile <ul style="list-style-type: none"> • Number of respondents • Demographic (Age, gender, occupation, household income and locality) • Psychographic (behavioral, lifestyles, attitude) iv. Marketing materials such as <ul style="list-style-type: none"> • Brochure 			2 hours	Lecture	i. Marketing plan ascertained ii. Respondents' profile determined iii. Marketing materials selected iv. Marketing schedule and strategies obtained

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • Flyers • Business card v. Marketing schedule and strategies					
		i. Ascertain marketing plan ii. Determine respondents' profile iii. Select marketing materials iv. Obtain marketing schedule and strategies	<u>Attitude:</u> i. Organise in arranging bakery product sales & marketing activities <u>Safety:</u> -Not applicable-	4 hours	Demonstration & Observation	
3. Carry out bakery product sales & marketing	i. Sales & marketing activities ii. Market location iii. Market information <ul style="list-style-type: none"> • Type of customer • Fast moving product iv. Customer feedback			4 hour	Lecture	i. Sales & marketing activities arranged ii. Market location chose iii. Bakery

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	v. Potential/new customer					products sales & marketing executed iv. Market information gathered and tabulated
		i. Arrange sales & marketing activities ii. Choose market location iii. Execute bakery products sales & marketing iv. Gather and tabulate market information v. Collect customer feedback vi. Identify potential/new customer	<u>Attitude:</u> Knowledgeable and creative in carrying out bakery product sales & marketing <u>Safety:</u> -Not applicable-	12 hours	Demonstration & Observation	v. Customer feedback collected vi. Potential/new customer identified

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
4. Check validity and reliability of potential market information	<ul style="list-style-type: none"> i. Guidelines of gathering and tabulating market information ii. Validity and reliability of data collected iii. Numbers of potential/new customer 			1 hour	Lecture	<ul style="list-style-type: none"> i. Guidelines of gathering and tabulating market information checked ii. Validity and reliability of data collected assessed iii. Numbers of potential/new customer assessed
		<ul style="list-style-type: none"> i. Check guidelines of gathering and tabulating market information ii. Assess validity and reliability of data collected iii. Assess numbers of potential/new customer 	<p><u>Attitude:</u></p> <ul style="list-style-type: none"> i. Meticulous in checking validity and reliability of potential market information <p><u>Safety:</u></p> <p>-Not applicable-</p>	1 hour	Demonstration & Observation	
5. Prepare bakery product sales & marketing report	<ul style="list-style-type: none"> i. Flow of reporting line ii. Bakery product sales & marketing reporting format 			1 hour	Lecture	<ul style="list-style-type: none"> i. Personnel involved determined ii. Bakery product

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	iii. Method of reporting bakery product sales & marketing <ul style="list-style-type: none"> • Verbal • Checklist • Written iv. Procedure of reporting bakery product sales & marketing					sales & marketing reporting format determined iii. Method of reporting bakery product sales & marketing applied
		i. Determine personnel involved ii. Determine bakery product sales & marketing reporting format iii. Apply method of reporting bakery product sales & marketing iv. Generate bakery product sales & marketing report v. Follow procedure of reporting bakery product sales & marketing	<u>Attitude:</u> i. Meticulous in writing report ii. Clarity and	2 hours	Demonstration & Observation	iv. Bakery product sales & marketing report generated v. Procedure of reporting bakery product sales & marketing followed

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
			responsible in reporting bakery products sales & marketing activities iii. Adhere to report submission dateline <u>Safety:</u> -Not applicable-			

Employability Skills

Core Abilities	Social Skills
<p>01.01 Identify and gather information.</p> <p>01.02 Document information procedures or processes.</p> <p>02.01 Interpret and follow manuals, instructions and SOP's.</p> <p>02.03 Communicate clearly.</p> <p>02.04 Prepare brief reports and checklist using standard forms.</p> <p>02.05 Read/Interpret flowcharts and pictorial information.</p> <p>03.01 Apply cultural requirement to the workplace.</p> <p>03.02 Demonstrate integrity and apply practical practices.</p> <p>03.03 Accept responsibility for own work and work area.</p> <p>03.04 Seek and act constructively upon feedback about work performance.</p> <p>03.05 Demonstrate safety skills.</p> <p>03.06 Respond appropriately to people and situations.</p> <p>03.07 Resolve interpersonal conflicts.</p> <p>06.01 Understand systems.</p> <p>06.02 Comply with and follow chain of command.</p> <p>06.03 Identify and highlight problems.</p> <p>06.04 Adapt competencies to new situations/systems.</p> <p>01.04 Analyse information.</p> <p>04.01 Organize own work activities.</p> <p>04.02 Set and revise own objectives and goals.</p> <p>04.03 Organize and maintain own workplace.</p> <p>04.04 Apply problem solving strategies.</p> <p>04.05 Demonstrate initiative and flexibility.</p>	<ol style="list-style-type: none"> 1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Self-discipline 6. Teamwork

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Stationery 2. Marketing kits 3. Office Equipment (computer, printer, photocopier, scanner) 4. Customer feedback form 5. Bakery products	As required 1:1 1:10 1:1 1:1

References

REFERENCES
1. Johnson, Tom (1998), Pengurusan Jualan Yang Cemerlang / Penerbitan Pelangi Sdn Bhd, ISBN 983-50-1954-1. 2. Kennedy, Danielle (1997), Seven Figure Selling / Syarikat First Agency Publishing (M) Sdn Bhd, ISBN 983-9156-32-2. 3. Nik Kamariah Nik Mat (2005), Pengurusan Jualan : Konsep Dan Kes / Prentice Hall Pearson Malaysia Sdn Bhd, ISBN 983-3205-26-7. 4. Czinkota, M.R. Marketing Management, (2 nd Edition 2001), South-Western College Publishing. 5. Evans, J.R and Berman, Marketing (6 th Edition 1994). Maxwell MacMillan International, Singapore. 6. Lynda King Taylor (1992), Quality: Total Customer 7. Tom Hinton / Wini Schaeffer (1994), Customer Focused- Quality What To Do On Monday Morning : Sunday Times 8. Evans, J.R and Berman, Marketing (6 th Edition 1994). Maxwell MacMillan International, Singapore.