

CURRICULUM of COMPETENCY UNIT (CoCU)

Sub Sector	FOOD AND BEVERAGES						
Job Area	PASTRY PRODUCTION						
Competency Unit Title	PASTRY PRODUCT SALES & MARKETING						
Competency Unit Descriptor	Pastry product sales & marketing are to sell & market pastry product in accordance with company requirements. The personnel who are competent in pastry product sales shall be able to carry out pastry 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 pastry products sales & marketing requirements	<ul style="list-style-type: none"> i. Types of pastry product and selling price ii. Pastry products sales & marketing workflow iii. Pastry products sales & marketing Standard Operating Procedures (SOP) 			4 hours	Lecture	<ul style="list-style-type: none"> i. Types of pastry product and selling price determined ii. Pastry products sales & marketing workflow listed out 	
		<ul style="list-style-type: none"> i. Determine types of pastry product and selling price ii. Determine pastry products sales & marketing workflow iii. Determine pastry products sales & marketing Standard Operating Procedures (SOP) 		2 hours	Demonstration & Observation	<ul style="list-style-type: none"> iii. Pastry products sales & marketing Standard Operating Procedures (SOP) determined 	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
			<u>Attitude:</u> i. Resourceful in interpreting standing order <u>Safety:</u> -Not applicable-			
2. Arrange pastry 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 • Flyers • Business card v. Marketing schedule			4 hour	Lecture	i. respondents' profiled determined ii. Select marketing materials selected

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	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 pastry product sales & marketing activities <u>Safety:</u> -Not applicable-	4 hours	Demonstration & Observation	
3. Carry out pastry 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 v. Potential/new customer			3 hour	Lecture	i. Sales & marketing activities arranged ii. Pastry products sales & marketing executed iii. Potential/

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Arrange sales & marketing activities ii. Choose market location iii. Execute pastry products sales & marketing iv. Gather and tabulate market information v. Collect customer feedback vi. Identify potential/new customer	<u>Attitude:</u> i. Proactive in carrying out marketing activities ii. Responsible in collecting customer feedback <u>Safety:</u> -Not applicable-	12 hours	Demonstration & Observation	new customer determined
4. Check validity and reliability of potential market information	i. Guidelines of gathering and tabulating market information. ii. Validity and reliability of data collected. iii. Numbers of potential/new customer			2 hour	Lecture	i. Guidelines of gathering and tabulating market information confirmed

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		<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 gathering and tabulating market information <p><u>Safety:</u></p> <p>-Not applicable-</p>	1 hours	Demonstration & Observation	<ul style="list-style-type: none"> ii. validity and reliability of data collected confirmed iii. Numbers of potential/new customer confirmed

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
5. Prepare pastry product sales & marketing report	i. Flow of reporting line ii. Pastry product sales & marketing reporting format iii. Method of reporting pastry product sales & marketing activities such as; <ul style="list-style-type: none"> • Verbal • Checklist • Written iv. Procedure of reporting pastry product sales & marketing activities			1 hours	Lecture	i. Pastry product sales & marketing activities reporting format determined ii. Method of reporting pastry product sales & marketing activities applied
		i. Determine personnel involved ii. Determine pastry product sales & marketing activities reporting format iii. Apply method of reporting pastry product sales & marketing activities iv. Generate pastry product sales & marketing activities report v. Follow procedure of reporting pastry product sales & marketing activities		1 hours	Demonstration & Observation	iii. Pastry product sales & marketing activities report generated

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
			<p><u>Attitude:</u></p> <ul style="list-style-type: none"> i. Meticulous in writing report ii. Clarity and responsibility in reporting pastry product sales & marketing activities iii. Adhere to report submission dateline <p><u>Safety:</u> -Not applicable-</p>			

Employability Skills

Core Abilities	Social Skills
<p>01.01 Identify and gather information. 01.02 Document information procedures or processes. 02.01 Interpret and follow manuals, instructions and SOP's. 02.03 Communicate clearly. 02.04 Prepare brief reports and checklist using standard forms. 02.05 Read/Interpret flowcharts and pictorial information. 03.01 Apply cultural requirement to the workplace. 03.02 Demonstrate integrity and apply practical practices. 03.03 Accept responsibility for own work and work area. 03.04 Seek and act constructively upon feedback about work performance. 03.05 Demonstrate safety skills. 03.06 Respond appropriately to people and situations. 03.07 Resolve interpersonal conflicts. 06.01 Understand systems. 06.02 Comply with and follow chain of command. 06.03 Identify and highlight problems. 06.04 Adapt competencies to new situations/systems. 01.04 Analyse information. 04.01 Organize own work activities. 04.02 Set and revise own objectives and goals. 04.03 Organize and maintain own workplace. 04.04 Apply problem solving strategies. 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. Sales & Marketing kits (brochure, pamphlets, banner, bunting) 3. Office equipment (computer, printer, photocopier, scanner) 4. Customer feedback form 5. Pastry products	As required 1:5 1:10 1:1 1:1

References

REFERENCES

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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*, (2nd Edition 2001), South-Western College Publishing.
5. Evans, J.R and Berman, *Marketing* (6th 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* (6th Edition 1994). Maxwell MacMillan International, Singapore.