

IMPSM101S

Plan how to improve sales and marketing in a food business



Overview

This standard is about the skills needed for you to plan how to improve sales and marketing in a food business. Planning a sales or marketing campaign is important to the efficient implementation of sales and marketing objectives. It is important in ensuring the right products are targeted at the right customers using the most effective tools and techniques.

You will need to be able to gather information to help determine trends in sales of products or services and help identify opportunities for development of the sales and marketing objectives. You will also need to be able to develop a plan of how to improve your sales and marketing including setting objectives and timescales and determining the cost of a sales and marketing campaign.

This standard is for you if you work in food and drink manufacture and/or supply operations and are involved in planning how to improve sales and marketing in a food business.

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Performance criteria

Gather information

You must be able to:

- P1 collate and evaluate information including sales figures, sales and marketing trends relating to your food products or related services
- P2 use the collated and evaluated information to determine the market and customer for your products or services
- P3 decide if your research has shown that there are opportunities or gaps in the market requiring new products or services to be developed now or in the future
- P4 gather information about your competitors products or services and their impact on your business
- P5 review the information you have found and ensure any conclusions support the strategy, objectives and development plans of the business
- P6 communicate information to relevant people

Plan your marketing

You must be able to:

- P7 decide what you hope to achieve through marketing and match this to the strategy, policy and objectives of the business
- P8 evaluate the success of previous marketing campaigns and use this information to help build your marketing plan
- P9 decide a reasonable time to reach the marketing objectives
- P10 prepare a detailed budget for marketing
- P11 produce a marketing plan

Plan your sales

You must be able to:

- P12 make sure that your targets for sales match the strategy, policy and objectives for the business
- P13 decide a reasonable time to reach the sales targets
- P14 confirm the sales tools and techniques available to a food business
- P15 prepare a detailed budget for sales and look at what effect achieving and not achieving the sales targets will have on the business
- P16 produce a complete sales plan

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Knowledge and understanding

See

You need to know and understand:

IMPSM102K Understand how to plan how to improve sales and marketing in a food business

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Additional Information

Links to other NOS

Food Management and Business Enterprise Suite of National Occupational Standards

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