

Course Syllabus

Level 3 Award in Food Service Enterprise

Food Profits Formula (Level 3)

A. Food proposition development

Candidates should understand the importance of developing a differentiated food offer and a Unique Selling Proposition (USP) to drive customer traffic, considering the scope of the food offer taking into account the retail food sector, location, facilities, and existing and potential customers and their motivations or reasons for visiting an articular food service location. They should be able to:

- Appreciate the importance of a food offer differentiated from competitors
- Demonstrate an awareness of how to identify a Unique Selling Proposition (USP) to drive customer visits
- Demonstrate an awareness of an appropriate food offer taking into account location, facilities, and existing and potential customers groups and their key reasons to visit your pub
- Understand the potential dangers of alienating existing customer groups during development

B. Cost control and pricing strategies

Candidates should understand cost control and product pricing in the context of food retail, and be able to consider how to set appropriate menu prices in a food service environment, including examining the effect of costing and pricing on profitability. They should be able to:

- Demonstrate an awareness of the importance of accurate cost estimating and tracking
- Understand how to minimise staff, foodstuffs and general cost overheads
- Be able to define appropriate food selling prices for a defined client group
- Appreciate the effect of costing and pricing on profitability
- Consider the potential impact of changes and suggest ways to limit the impact of adjustments to the business

C. Food presentation standards

Candidates should understand a range of factors that contribute to a perception of quality in terms of food experience for the customer, including the importance of establishing and maintaining appropriate standards of food and plate presentation. They should be able to apply appropriate implementation strategies including:

- Demonstrating an awareness of factors that contribute to a perception of a good quality food experience
- Understanding the importance of consistently good plate presentation standards derived from a systematic approach
- Understanding the importance of appropriate and consistent food quality standards derived from a systematic approach

D. Product offer development

Candidates should understand how to formulate an appropriately designed menu that appeals to targeted customer groups, considering how best to develop and layout menu copy that appeals, tells a story, and communicates the food proposition. They should be able to:

- Demonstrate an awareness of the importance of developing an appropriate and well-designed menu for the targeted customer group(s)
- Demonstrate an awareness of how to create a menu identity that communicates a Unique Selling Proposition (USP) to the customers
- Demonstrate an awareness of key considerations when writing menu copy that tells a story
- Demonstrate an awareness of how best to arrange a menu to communicate the food proposition

E. Food retail standards

Candidates should understand and be able to apply a range of factors and techniques used to establish and maintain appropriate food and food retail standards, including sensory factors that contribute to a good customer welcome and appropriate and appealing food service environment and atmosphere. They should be able to:

- Demonstrate an awareness of the importance of establishing and maintaining appropriate food production and retail standards
- Appreciate a range of factors that contribute to an appropriate customer welcome and appealing food service environment.
- Appreciate a range of factors that contribute to a customer deciding to return

F. Team development

Candidates should appreciate a range of approaches to establishing, developing and maintaining an appropriate staffing team that will deliver the business enterprise objectives. This includes developing a customer service ethic and strategies that could foster a customer-focused, positive and productive staff team. They should be able to:

- Demonstrate an awareness of the importance of appropriate staff standards in terms of customer service ethic and attire
- Demonstrate knowledge of the importance of developing a selling ethic in customer contact staff
- Demonstrate an understanding of factors contributing to a customer focused, positive and productive staff team

G. Food retail marketing

Candidates should understand the importance of developing an appropriate marketing plan for their pub, and be able to apply a range of strategies to communicate with existing and target customer groups. They should also be able to appreciate the importance of collecting customer behaviour and contact data for marketing and strategic decision-making purposes. Candidates should have:

- An awareness of the importance of developing an appropriate marketing plan for your pub
- An understanding of a range of methods used to communicate with existing and target customer groups
- An awareness of the importance of collecting customer data for marketing purposes

Accreditation

Level 3 Award in Food Service Enterprise
 QUALIFI Accredited Endorsed Level 3 Award
 AFE3SFG2017 (default online examination)
 QUALIFI is a UK OFQUAL regulated Awarding Organisation.

For more information about this syllabus, accreditation, or examination options please contact The Responsible Officer for Awards & Examinations at The Safer Food Group (East GB Ltd).

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