



QUALIFI Level 3 Award in Food Service Enterprise (AFE3SFG2017)

Award Specification

March 2017

All course materials, including lecture notes and other additional materials related to your course and provided to you, whether electronically or in hard copy, as part of your study, are the property of (or licensed to) Qualifi Ltd and MUST not be distributed, sold, published, made available to others or copied other than for your personal study use unless you have gained written permission to do so from Qualifi Ltd. This applies to the materials in their entirety and to any part of the materials.

Qualifi Ltd Mission Statement

WE PROMOTE ACCESS TO EXCELLENCE ENABLING YOU TO REALISE YOUR POTENTIAL

- We value and practise equality of opportunity, transparency and tolerance
- We strive for excellence in all we do: locally regionally, nationally and internationally
- We work in partnership with business, the community and other educators
- We encourage and promote research innovation and creativity

Student Commitment

This represents a clear statement of Qualifi Ltd and its partners' intentions to deliver agreed standards for a range of academic and administrative services. It spells out what is expected of you as a student and the contribution that can be made to gain the most benefit from your study time through our courses.

You will get the best out of your study time with Qualifi if you are committed to:

- Preparing for classes and attending punctually
- Completing your work to the best of your ability and submitting it on time
- Not committing plagiarism
- Keeping up to date with course information through email or other channels
- Using the feedback, you are given to improve subsequent work
- Making appropriate use of teaching staff's time
- Taking responsibility for your personal development planning and skills development
- Treating staff, fellow learners and neighbours in the local community with respect at all times

We aim to:

- Start and end all classes on time
- Give you one week's notice of changes to your classes
- Give you feedback on assessed work within 15 working days
- Give you clear, legible and informative feedback on your work
- Be available for timed appointments
- Treat you with respect at all times
- Support you in your preparation for the work place

Supporting Diversity

Qualifi Ltd and its partners recognise and value individual difference and have a public duty to promote equality and remove discrimination in relation to race, gender, disability, religion or belief, sexual orientation and age.

Contents

Contents.....	3
QUALIFI Level 3 Award in Food Service Enterprise (AFE3SFG2017).....	4
Award Specification	4
Award Aims	4
Award Details.....	4
Award Overview	5
Entry Requirements	5
Progression Routes	5
Award Structure.....	5
Assessment Guidance	5
Age Range	6
Delivery Information.....	6
Learning Outcomes and Assessment Criteria	6
Programme Syllabus	7
A. Food proposition development.....	7
B. Cost control and pricing strategies.....	7
C. Food presentation standards	7
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 lay out menu copy that appeals, tells a story, and communicates the food proposition. They should be able to:	8
E. Food retail standards	8
F. Team development	8
G. Food retail marketing	9
Further professional development and training	9

QUALIFI Level 3 Award in Food Service Enterprise (AFE3SFG2017)

Award Specification

Award Aims

This award aims to provide learners with an understanding of business enterprise principles applied to the successful development of a profitable food offering within food/drink service settings. This includes understanding sector trends and customer groups, designing appropriate menus, calculating costs and profits, marketing and optimising food sales within the business. This unit is appropriate for the owners or managers of pubs in the UK, and is equally relevant to independent restaurants, licensed cafes, coffee shops, and any other food or drink service environment wishing to develop or improve a food based offer within the business.

Award Details

QUALIFI Level 3 Award in Food Service Enterprise (AFE3SFG2017)

Accredited by QUALIFI

QUALIFI is a UK Awarding Organisation regulated by OFQUAL

Award Reference	AFE3SFG2017
Award Type	Endorsed Award with equivalence at RQF Level 3
QAN	n/a
Guided Learning Hours	12-14 hours
Level	3
Credit value	1
Assessment	Multiple choice examination (online)
Delivery	Video and text online with tutor support
Launched (review)	2017 (2023)

Award Overview

This Level 3 award is designed to address an identified requirement within the UK Catering and Hospitality sector to develop a practical and practicable understanding of how to establish and/or improve a food offer in a food service setting.

Significant changes in trends within the UK food and hospitality sector have resulted in record numbers of closures of pubs, which face a combination of changing desires and customer expectations, with the emergence of well-resourced competitors from a range of competing sub sectors within catering/food service arena. Key to competing in a changing and challenging competitive environment is considered to be the development and management of an appropriate commercial food offer.

This unit offers insight into the development of an attractive and appealing food offer, tips on how to control food costs and optimise menu prices to maximise profit margin, gives examples of how to deliver quality food presentation and takes the Learner through the steps to design a bespoke and profitable menu. Candidates will understand how to set appropriate food service standards that will exceed customer expectations as well as knowing how to develop productive employees who will deliver the business goals. Finally, this course shows how to market a food retail/service business more effectively in order to drive greater sales.

Entry Requirements

No minimum entry conditions associated with this course (advisory minimum of Level 2 in English and level 2 Maths or equivalent).

Progression Routes

QUALIFI wider qualifications or awards.

Award Structure

This award is made up of one mandatory unit. Candidates must successfully complete the assessment for the unit via online multi-choice examination to achieve the award. The award can be gain as a free-standing unit qualification or as part of a wider programme of learning.

Assessment Guidance

This award is assessed via a 30-question multiple-choice examination, tested online and with a guide completion time of 1 hour. Successful candidates must answer a minimum of 20 questions out of 30

correctly (67%). Following assessment, the assessment result will be provided to the candidate, and certificates for those who are successful are generated and provided electronically.

Age Range

This award is provided for delivery to learners aged 16+ yrs.

Delivery Information

All learning, tutor support and examination activity is carried out online. There is no fee for additional examination entry, however unsuccessful candidates are encouraged to contact the course tutor for support and advice. Please contact delivery partner The Safer Food Group (East GB Ltd) 0800 612 6784 info@thesaferfoodgroup.com for more information.

Learning Outcomes and Assessment Criteria

Learning Outcome	Assessment Criteria (
1. Understand the importance of developing a differentiated food offer and a Unique Selling Proposition (USP) to drive customer visits.	1.1 Identify the importance of a food offer differentiated from competitors 1.2 Explain how to define a Unique Selling Proposition (USP) position to drive customer visits 1.3 Explain factors contributing to the design of an appropriate food offer, considering location, facilities, and existing and potential customer groups
2. Apply appropriate cost control and product pricing strategies, considering how to set menu item prices and examining the effects of costing and pricing on profitability (GP).	2.1 Explain the importance of appropriate and accurate cost estimation and tracking 2.2 Identify appropriate staffing, foodstuffs and overhead cost control considerations 2.3 Explain how to identify an appropriate food product (menu) selling price 2.3 Describe the effects of poor or inappropriate costing and pricing on profitability
3. Demonstrate an appreciation 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.	3.1 Identify factors that contribute to a perception of a good quality food experience 3.2 Explain the importance of appropriate and consistent food presentation standards 3.3 Explain the importance of appropriate food quality standards
4. Understand how best to establish and maintain high food retail standards, including sensory factors which contribute to a warm customer welcome and appropriate and appealing pub dining atmosphere. Be aware of the factors that contribute to an increased likelihood of customer retention (return).	4.1 Explain the importance of establishing and maintaining high pub standards 4.2 Identify factors that contribute to a good customer welcome and appropriate and appealing dining atmosphere 4.3 Describe a range of factors that affect the likelihood of customer retention.

<p>5. Be able to develop an appropriate marketing plan for a food retail enterprise, including ways to communicate with existing and target customer groups, and the importance of collecting customer behaviour and contact data for marketing purposes.</p>	<p>5.1 Explain the importance of developing an appropriate marketing plan for your pub</p> <p>5.2 Identify a range of approaches to communication with existing and identified target customer groups</p> <p>5.3 Explain the importance of collecting customer data for marketing and strategic decision making purposes</p>
---	--

Programme Syllabus

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 danger of change 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:

- ✓ Demonstrate an awareness of factors that contribute to a perception of a good quality food experience
- ✓ Understand the importance of consistently good plate presentation standards derived from a systematic approach
- ✓ Understand 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 lay out 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

Further professional development and training

Qualifi supports UK and international customers with training related to our qualifications. This support is available through a choice of training options offered through publications or through customised training at your centre.

The support we offer focuses on a range of issues including:

- planning for the delivery of a new programme
- planning for assessment and grading
- developing effective assignments
- building your team and teamwork skills
- developing student-centred learning and teaching approaches
- building in effective and efficient quality assurance systems.

You can request customised training through your registered centre in the first instance. If you need to contact Qualifi directly:

Our customer service number: +44 (0) 161 818 9904

or delivery partner

The Safer Food Group Tel **0800 612 6784** info@thesaferfoodgroup.com.