

## CFAM3.2.4

### Develop and implement packaging requirements to fulfil marketing objectives



---

#### Overview

This unit is about assessing and establishing requirements for products/services that fulfil marketing objectives. It includes testing the packaging where required, and contributing to the identification of suppliers for the preferred packaging.

This unit is recommended for marketers with responsibility for establishing the packaging requirements for products, and contributing to the sourcing of such requirements.

## CFAM3.2.4

### Develop and implement packaging requirements to fulfil marketing objectives

---

#### Performance criteria

- You must be able to:*
- P1 determine and prioritise the main functions for the proposed packaging, including assessing the need to protect the product, ensure product safety, communicate particular qualities and to enable effective merchandising, in line with the marketing strategy for the product
  - P2 assess the impact of competitors' products and their associated packaging upon the requirements for the proposed packaging
  - P3 assess the environmental impact of the packaging options being considered
  - P4 identify potential packaging solutions, including labelling options, and assess the relative business case for each, based upon their fit with the marketing strategy, their environmental impact, relative costs and impact against competitor products
  - P5 where necessary, agree and implement relevant testing of preferred options to assess functionality and customer preference
  - P6 identify potential suppliers of the preferred packaging options and contribute to their assessment
  - P7 recommend the preferred packaging option based upon a valid assessment of its fit with marketing objectives, full consideration of the implication for product distribution, an analysis of costs and impact upon any relevant environmental concerns

## CFAM3.2.4

# Develop and implement packaging requirements to fulfil marketing objectives

---

### Knowledge and understanding

*You need to know and understand:*

#### **General knowledge and understanding**

- K1 you know and understand the various functions that packaging can perform, including the role of labelling
- K2 you understand the principles of environmental best practice with regard to packaging
- K3 you know and understand the principal terms used when describing types and functions of packaging
- K4 you know and understand how to prepare a cost/benefit analysis appropriate to assessing packaging options
- K5 you know and understand options for testing the functionality of packaging forms
- K6 you know and understand the principals of customer testing of packaging to establish customer preferences

*You need to know and understand:*

#### **Industry/sector specific knowledge and understanding**

- K7 you know and understand the legislation and codes of practice relevant to packaging within the organisation's industry

*You need to know and understand:*

#### **Context specific knowledge and understanding**

- K8 you know and understand the organisation's product marketing strategy and its implications for packaging
- K9 you know and understand the limits of your responsibility and to whom to refer where these are exceeded

## CFAM3.2.4

### Develop and implement packaging requirements to fulfil marketing objectives

---

#### Additional Information

##### Behaviours

1. You demonstrate a clear understanding of different customers and their real and perceived needs
2. You make appropriate information available promptly to those who need it
3. You produce and test a variety of solutions before taking a decision
4. You identify clearly the value and benefits of a proposed course of action
5. You present information clearly, concisely and accurately
6. You recognise imaginative and innovative solutions

## CFAM3.2.4

Develop and implement packaging requirements to fulfil marketing objectives

---

**Developed by** CFA Business Skills @ Work

---

**Version number** 1

---

**Date approved** April 2010

---

**Indicative review date** April 2012

---

**Validity** Current

---

**Status** Original

---

**Originating organisation** Chartered Institute of Marketing

---

**Original URN** NM3.2.4

---

**Relevant occupations** 1132 Marketing & Sales Managers  
3543 Marketing Associates

---

**Suite** Marketing

---

**Key words** Marketing, sales, marketing management, market research, advertising, public relations