

## Overview

This standard is about the skills and knowledge needed for you to deploy food and drink product development business plans. Deploying food and drink product development business plans is essential to the implementation of the food and drink business strategy and policy and fulfillment of organisational aims and objectives. It is important in responding to consumer and customer demand and the maintenance of market share.

You will need to know how to source the food and drink product development plans and communicate to the product development team or individuals their roles and responsibilities in development. You will also need to know how to monitor the deployment process, address organisational problems and management of the food and drink product development business plans. Communication within the team and across the food and drink business is also essential in the effective deployment of food and drink product development plans.

This standard is for you if you work in food and drink manufacture and/or supply operations and are involved in deploying food and drink product development business plans.

## Performance criteria

*You must be able to:*

### **Prepare to deploy business plans**

1. scope out requirements for deployment of plans
2. check that sufficient resources are in place to support the deployment of the plans
3. access the operational plans for your area of responsibility in a food and drink business
4. check that the plans are in line with the objectives of your area of responsibility
5. check how the plans will be deployed across your area of responsibility, consult with relevant people to aid this process
6. communicate the deployment plan to relevant people across the food business who may be affected by your actions

### **Deploy business plans**

7. communicate the objectives of the business plan to the relevant people within your area of responsibility
8. check individuals are aware of their responsibilities in carrying out the requirements of the business plan and that they adhere to these requirements
9. apply problem-solving techniques to challenges and problems occurring when implementing the food and drink business plans
10. monitor the deployment of the plan on your area of responsibility including its effect on productivity, quality, hygiene, allergens, compliance, resources and colleagues
11. monitor the effect of the deployment of the plan on other areas of the food and drink business and the effectiveness of the food and drink business as a whole
12. evaluate the implementation of the plan, including your own contribution and provide feedback on its implementation to the relevant people

## Knowledge and understanding

*You need to know and understand:*

1. how to access and confirm arrangements for deployment of food and drink development plans
2. why it is important to have systems and procedures to support food and drink product development and how to access them
3. how to determine additional areas of the food and drink business that will be affected by the deployment of the business plans
4. why it is important to recognise areas affected by the plans and keep them informed of developments
5. the external and internal factors affecting food and drink product development including seasonality, ingredients availability, food safety, hygiene, allergens, compliance, legislation and cost
6. the methods of communication and information technology available within your organisation and how to make best use of them
7. how to communicate team and individual responsibilities and specific requirements relating to the plans
8. why it is important to communicate to colleagues the importance of confidentiality, intellectual property rights and knowledge management when deploying plans
9. why it is important to monitor the deployment process on a regular basis
10. the techniques used to encourage innovation and creativity within food and drink product development
11. the importance of enthusiasm and commitment to the deployment of business plans
12. the organisational methods for communicating changes to business plans across a food and drink business and why it is important to do this
13. the consequences of not adhering to plans
14. the impact of the implementation process on the operation of the food and drink business including resources, quality, compliance, productivity and people
15. why it is important to include contingencies when determining how to deploy the plans and how to do this
16. how to evaluate the deployment process including your own contribution and provide feedback to the relevant people

## Deploy food and drink product development business plans

---

**Developed by** NSAFD

---

**Version Number** 3

---

**Date Approved** January 2019

---

**Indicative Review Date** January 2023

---

**Validity** Current

---

**Status** Original

---

**Originating Organisation** Improve

---

**Original URN** IMPPD103

---

**Relevant Occupations** Process Operatives; Process, Plant and Machine Operatives; Manufacturing technologies; Plant and Machine Operatives

---

**Suite** Product Development in Food Manufacture

---

**Keywords** Deploy; food and drink; business plans

---