
Overview

This standard is about the skills and knowledge needed for you to evaluate and quantify current food and drink business performance.

Gathering information relating specifically to the performance of a food and drink business is important in aiding the development of business strategy and plans. It is important in determining the efficiency and effectiveness of the operation and is a starting point for the implementation of improvement plans.

You will need the skills and knowledge to gather information, and evaluate it, making informed decisions about its validity and relevance. You must also have the skills and knowledge to evaluate the information and quantify it to enable comparisons with future performance.

This standard is for you if you work in food and drink manufacture and/or supply operations and are involved in the evaluation and quantification of current food and drink business performance.

Performance criteria

You must be able to:

Gather information

1. identify internal and external sources of data and/or information
2. access internal and external sources of data and/or information
3. determine the relevance and validity of the data and/or information

Evaluate and quantify information

4. use informed decisions to identify the specific data and/or information of most usefulness and relevance
5. determine key information points relating to the current food and drink business environment
6. collate specific data and/or information

Collate and consult

7. produce a summary document
8. consult with colleagues to confirm the validity of any assumptions and informed decisions
9. amend summary document after consultation if required
10. conform to organisational requirements for the presentation of the summary document

Knowledge and understanding

You need to know and understand:

1. the sources of information needed to gather information relating to the performance of a food and drink business
2. how to access internal and external sources of information
3. the different sources of information available including internet, social media, market research, publications and government agencies
4. the importance of using up-to-date information when gathering information
5. why it is important to determine the relevance and validity of data and information and how to do this
6. why it is important to liaise with colleagues and stakeholders to help determine the relevance and validity of data and information
7. how to remain discrete when gathering certain sources of information and why it is important to do so
8. why it is important to use a variety of analytical methods to determine relevant importance of information points and how to do this
9. how to use your own and colleagues knowledge and experience to identify the most relevant data and information
10. how to evaluate data and information relating to the performance of a food and drink business
11. why it is important to quantify data and information relating to the performance of a food and drink business and how to do this
12. how to evaluate risks associated with gathering information and applying findings
13. the different ways in which qualitative and quantitative data can be presented
14. how to present qualitative and quantitative data in a professional manner
15. how to obtain feedback from colleagues about the usefulness of gathered information

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