

Overview

This standard is about the skills and knowledge needed for you to evaluate relationships with external organisations in a food and drink environment.

Relationship management is important to all functions across a food and drink business including technical, sales and distribution and is therefore important to the success of a food and drink business. Relationships can be with suppliers, customers, regulatory authorities or others and evaluating the importance of a relationship is key to the way in which a contact is handled and the manpower and resources put into the relationship.

You will need the skills and knowledge to quantify the relationship using qualitative and quantitative methods. You will also need the skills and knowledge to make recommendations on the direction a relationship with an external individual or contact will take to relevant people across your organisation.

This standard is for you if you work in food and drink manufacture and/or supply operations and are involved in evaluating external relationships with external organisations in a food and drink environment.

Performance criteria

You must be able to:

Determine criteria

1. determine criteria or key performance indicators by which relationships will be assessed and evaluated
2. communicate criteria to colleagues, receive feedback and amend criteria accordingly

Collate information

3. source relevant data and/or information relating to the external relationship using a variety of sources internal and external to the food and drink business
4. collate the data and/or information
5. liaise with colleagues to gather formal and informal information relating to the relationship
6. obtain feedback from external contacts on the management and value of the relationship
7. establish the willingness and effectiveness of the external individual or organisation to co-operate and work with different areas of the food and drink business
8. determine the benefits to the business of working with an external individual or organisation
9. gather informal and sensitive information relating to an external contact and how to record, handle and use this information

Evaluate information

10. use collated information and criteria to gauge the value of the relationship to the business
11. make recommendations to the relevant people about the need to increase contact, modify the methods of working with specific external contacts or terminate the relationship with an external organisation

Knowledge and understanding

You need to know and understand:

1. how to source information and/or data relating to external contacts in a food and drink business
2. why it is important to establish a formal criteria or key performance indicator by which a relationship can be assessed
3. the different methods, quantitative and qualitative, of assessing external contacts, their advantages and disadvantages
4. the use of key performance indicators as a tool in helping evaluate external contacts in a food and drink business
5. why it is important to use informal information relating to an external contact and how to do this
6. how to consult with colleagues to establish criteria and why it is important to do so
7. why it is important to gather feedback from external contacts and how to do this
8. the methods of communication and technology, available to aid the gathering of information, in your organisation and how to use them
9. how to collate and present gathered information
10. the methods of communication and technology available to aid the gathering of information in your organisation and how to use them
11. the external relationships a food and drink business may have that are compulsory
12. what value to the business are specific external contacts compared to the resources used to manage them
13. how to use gathered information to inform decision making around determining the value of external contacts
14. why it is important to inform relevant people of findings and how to do this
15. the organisational and regulatory requirements relating to the handling of data

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Evaluate relationships with external organisations in a food and drink environment



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