Produce a food and drink product development strategy

Overview

This standard is about the skills and knowledge needed for you to produce a food and drink product development strategy. A clear food and drink product development strategy is essential for the continued success or planned growth of a food and drink business. Developing a food and drink product development strategy requires input from a number of functional areas including technical, production, sales and finance. The development of a sustainable food and drink product development strategy that is built on sound market intelligence, measured evaluation and aims is key to the success of food and drink businesses. You will need to know how to source information and, in consultation with colleagues, evaluate the information, make suggestions, gain consensus and communicate to the relevant colleagues. This standard is for you if you work in food and drink manufacture and/or supply operations and are involved in producing a food and drink product development strategy.

Produce a food and drink product development strategy

Performance criteria

You must be able to:

Prepare to develop a strategy

1. identify an appropriate timescale and the resources needed for food and drink product development

2. scope the food and drink business or area within a food and drink business to which the strategy will apply

3. access and review the overall goal or objective of the food and drink business or area within a food and drink business

4. source and use internal and external information and data needed to help inform development

5. consult with colleagues and external contacts to support strategy development

Develop a strategy

6. agree the aims and objectives of the food and drink business

7. develop the methodology and tactics by which the objectives of the food and drink business or area within a food and drink business can be accomplished

8. develop a strategy which supports or is complementary to the objectives of the food and drink business

Support the consultation of the strategy

9. inform colleagues of the strategy and secure agreement to its content

10. provide feedback about yours and colleagues concerns and comments about content of the strategy to relevant people

11. confirm content of the developed strategy with relevant people

12. provide and receive feedback on the development process including your input into the process

13. respond to requests for information, advice and comment on the emerging strategy in a food and drink business

Produce a food and drink product development strategy

Knowledge and understanding

You need to know and understand:

1. the key differences between strategy, vision, policy and planning

2. how the strategy can support growth, improvement, success and

sustainability of the food and drink business

3. the link between the proposed food and drink strategy and the

organisation's aims, objectives and plans

4. what the strategic policies, drivers and influences on the food and

drink business currently are

5. the risks and benefits associated with the development of a new

food and drink strategy

6. the functional areas within the food and drink business whose

input is needed to develop the strategy and the relative

importance of each area

7. what the sources of information are detailing your organisation's

current strategy and how to obtain them

8. how to source internal and external information and data required

to help aid development of a strategy

9. the types of relevant information that can be used to input into the

development of a strategy

10. why it is important to evaluate information and data from a range

of criteria including budget, marketplace, regulatory requirements

and organisational requirements to inform the decision making

process when developing a strategy

    11. how to use information to make suggestions and decisions

    12. why it is important to liaise with colleagues across functional

areas when developing and how to do this

    13. how to encourage creative and innovative thinking when

developing a strategy and why it is important to do so

    14. why it is important to gain a consensus for the final strategy

    15. how to communicate the strategy to relevant colleagues and
        why

it is important to do so

Produce a food and drink product development strategy

Developed by	Improve
Version Number	3
Date Approved	01 Jan 2019
Indicative Review Date	01 Jan 2023
Validity	Current
Status	Original
Originating Organisation	Improve
Original URN	imppd102k
Relevant Occupations	Manufacturing Technologies, Plant and Machine Operatives, Process Operatives, Process, Plant and Machine Operatives
Suite	Product Development
Keywords	Develop; Strategy; Product development; Food business