



	Curriculum Document		
Curriculum Code	Curriculum Title		
522301002	Perishable Goods Department Coordinator		
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Learner QDF Signature

Date

QDF Signature

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Date

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SECTION 1: CURRICULUM SUMMARY

1. Occupational Information

1.1 Associated Occupation

522301: Sales Assistant (General)

1.2 Occupation or Specialisation Addressed by this Curriculum

522301002: Perishable Goods Department Coordinator

1.3 Alternative Titles used by Industry

- Retail Coordinator
- Shop Coordinator
- Fast Moving Consumer Goods (FMCG) Controller

2. Curriculum Information

2.1 Curriculum Structure

This qualification is made up of the following compulsory Knowledge and Practical Skill Modules:

Knowledge Modules:

- 522301002-KM-01, Principles of attending to different types of customers and resolving customer queries impacting on sales, NQF Level 2, Credits 4
- 522301002-KM-02, Monitoring and Control of Perishable Goods and Cold Chain Compliance, NQF Level 3, Credits 12

Total number of credits for Knowledge Modules: 16

Practical Skill Modules:

- 522301002-PM-01, Interact with different types of customers and present a positive image, NQF Level 2, Credits 2
- 522301002-PM-02, Handle customer queries and complaints,, NQF Level 2, Credits 2
- 522301002-PM-03, Coordinate the Activities in the Perishable Goods Department Ensuring Cold Chain Compliance is Achieved and Maintained, NQF Level 3, Credits 12

Total number of credits for Practical Skill Modules: 16

This qualification also requires the following Work Experience Modules:

- 522301002-WM-01, Processes and procedures for attending to different types of customers, handling customer queries and communicating with customers, NQF Level 2, Credits 10
- 522301002-WM-02, Cold Chain Control and Perishable Goods Monitoring, NQF Level 3, Credits 12

Total number of credits for Work Experience Modules: 22

2.2 Entry Requirements

Occupational Certificate: Perishable Goods Replenisher, NQF Level 2

3. Assessment Quality Partner Information

Name of body: W&RSETA

Address of body:

Hennops House 1303

Heuwel Avenue (Cnr Lenchen South and Heuwel)

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Contact person name: Inger Marrian

Contact person work telephone number: 012-6229500

SECTION 2: OCCUPATIONAL PROFILE

1. Occupational Purpose

A Perishable Goods Department Coordinator coordinates staff and the supply of perishable goods, whilst controlling and maintaining compliance to cold chain, safety and company standards.

2. Occupational Tasks

- Handle and resolve customer queries impacting on sales in the perishable goods department. (NQF 3)
- Achieve and maintain cold chain compliance by coordinating activities in the perishable goods department (NQF 3)

3. Occupational Task Details

3.1. Achieve and maintain cold chain compliance by coordinating activities in the perishable goods department (NQF 3)

Unique Product or Service:

Resolved customer queries

Occupational Responsibilities:

- Interact with different types of customers and present a positive image interact with different types of customers and present a positive image
- Handle customer queries and complaints

Occupational Contexts:

Perishable goods queries and complaints

3.2. Handle and resolve customer queries impacting on sales in the perishable goods department. (NQF 3)

Unique Product or Service:

Cold chain compliance maintained

Occupational Responsibilities:

Coordinate the activities in the perishable goods department ensuring cold chain compliance is achieved and maintained

Occupational Contexts:

Cold chain control and perishable goods monitoring

SECTION 3: CURRICULUM COMPONENT SPECIFICATIONS

SECTION 3A: KNOWLEDGE MODULE SPECIFICATIONS

List of Knowledge Modules for which Specifications are included

- 522301002-KM-01, Principles of attending to different types of customers and resolving customer queries impacting on sales, NQF Level 2, Credits 4
- 522301002-KM-02, Monitoring and Control of Perishable Goods and Cold Chain Compliance, NQF Level 3, Credits 12

1. 522301001-KM-01, Principles of attending to different types of customers and resolving customer queries impacting on sales, NQF Level 2, Credits 4

1.1 Purpose of the Knowledge Modules

The main focus of the learning in this knowledge module is to build an understanding of attending to different types of customers and resolving customer queries in a wholesale or retail sales environment.

The learning will enable learners to demonstrate an understanding of:

- KM-01-KT01: Principles of interacting with different types of wholesale and retail customers (20%)
- KM-01-KT02: Creating a positive image in a sales environment (20%)
- KM-01-KT03: Communicating with wholesale and retail customers (25%)
- KM-01-KT04: The concept and importance of resolving customer queries (20%)
- KM-01-KT05: Handling customer complaints (15%)

1.2 Guidelines for Topics

1.2.1. KM-01-KT01: Principles of interacting with different types of wholesale and retail customers (20%)

Topic elements to be covered include:

- KT0101 The different types of customers encountered in a retail outlet (confident customer, detailed customers, indecisive, big picture, in a hurry)
- KT0102 Generally accepted ways of acknowledging different types of customers (high response and low response customers)
- KT0103 The impact of interacting with and greeting diverse customers professionally
- KT0104 Principles and benefits of acknowledging unattended customers

Internal Assessment Criteria and Weight

- IAC0101 List and explain the different types of customers encountered in a wholesale or retail environment
- IAC0102 Explain the generally accepted ways of acknowledging different types customers
- IAC0103 Describe the impact of approaching and greeting diverse customers professionally
- IAC0104 Explain the principles of acknowledging unattended customers
- IAC0105 Explain the benefits of acknowledging unattended customers

(Weight 20%)

1.2.2. KM-01-KT02: Creating a positive image in a sales environment (20%)

Topic elements to be covered include:

- KT0201 Principles and effects of first impressions in a sales environment

- KT0202 The effect of personal appearance and grooming in presenting a positive image to customers
- KT0203 The importance and impact of housekeeping on the sales environment
- KT0204 The role of the sales assistant in general housekeeping of a retail or wholesale outlet

Internal Assessment Criteria and Weight

- IAC0201 Explain the principles and effects of first impressions in a sales environment
- IAC0202 Describe the effect that personal appearance and grooming has in presenting a positive image to customers in a sales environment
- IAC0203 Explain the importance and impact of housekeeping on the sales environment using examples
- IAC0204 Explain the role of the sales assistant in general housekeeping of a retail or wholesale outlet

(Weight 20%)

1.2.3. KM-01-KT03: Communicating with wholesale and retail customers (25%)

Topic elements to be covered include:

- KT0301 The concept of personal zone awareness and professional language when interacting with customers
- KT0302 Principles of verbal and non-verbal communication in retail and wholesale sales
- KT0303 The importance of listening skills when communicating with customers
- KT0304 Principles of telephone etiquette in retail

Internal Assessment Criteria and Weight

- IAC0301 Explain the concept of personal zone awareness and how this impacts on customers
- IAC0302 Explain the concept of using professional language when interacting with customers
- IAC0303 Explain the principles of verbal and non-verbal communication in retail and wholesale sales
- IAC0304 Explain the importance of listening skills when communicating with customers
- IAC0305 List and explain four principles of telephone etiquette in retail

(Weight 25%)

1.2.4. KM-01-KT04: The concept and importance of resolving customer queries (20%)

Topic elements to be covered include:

- KT0401 Generally accepted types of customer queries in the retail and wholesale sales environment
- KT0402 The importance of responding accurately to customer queries

- KT0403 Generally accepted ways of responding to or resolving customer queries

Internal Assessment Criteria and Weight

- IAC0401 List four (4) examples of generally accepted types of customer queries in the retail and wholesale sales environment
- IAC0402 Explain the importance of responding to customer queries
- IAC0403 Describe generally accepted ways of responding to or resolving customer queries

(Weight 20%)

1.2.5. KM-01-KT05: Handling customer complaints (15%)

Topic elements to be covered include:

- KT0501 Generally accepted ways of handling a customer complaint
- KT0502 The difference between a customer complaint and a query
- KT0503 Typical steps to dealing with an upset or angry customer
- KT0504 The effect that resolving customer complaints has on sales
- KT0505 Principles of escalating customer queries and complaints
- KT0506 The impact of the Consumer Protection Act on handling customer complaints

Internal Assessment Criteria and Weight

- IAC0501 Explain the generally accepted ways of handling a customer complaint
- IAC0502 Explain the difference between a customer complaint and a query
- IAC0503 List and explain the typical steps to dealing with an angry or upset customer
- IAC0504 Explain how resolving customer complaints could have an effect on sales
- IAC0505 Explain the principles of escalating customer queries and complaints

(Weight 15%)

1.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Training materials, Learner Guide, Facilitator Guide, Handouts, Visual Aids

Human Resource Requirements:

- Facilitators must have relevant industry and facilitation experience related to the subject. Ratio of 1 facilitator to a maximum of 30 learners.
- Persons compiling the internal assessments must have either an industry related qualification at least one level higher than this qualification, or have operated as a Supervisor/Manager with at least

1 years' experience relevant to the subject. Assessors must have relevant industry experience related to the subject.

Legal Requirements:

- A legal business entity.
- Meet health and safety standards

1.4 Exemptions

- None

2. 522301002-KM-02, Monitoring and Controlling Perishable Goods and Cold Chain Compliance, NQF Level 3, Credits 12

2.1 Purpose of the Knowledge Modules

The main focus of the learning in this knowledge module is to build an understanding of monitoring staff, goods and activities in the perishable goods section in order to achieve and maintain cold chain compliance

The learning will enable learners to demonstrate an understanding of:

- KM-02-KT01: Legislation, standards, policies, procedures and compliance (15%)
- KM-02-KT02: Coordinating activities of perishable good replenishers (25%)
- KM-02-KT03: Coordinating and maintaining stock levels (20%)
- KM-02-KT04: Audits and inspections (15%)
- KM-02-KT05: Planning for special events in the perishable goods department (25%)

2.2 Guidelines for Topics

2.2.1. KM-02-KT01: Legislation, standards, policies, procedures and compliance (15%)

Topic elements to be covered include:

- KT0101 Legislation (labour, wine licences, sectorial determination, bylaws, CPA and OHSA)
- KT0102 National and international standards and requirements
- KT0103 Policies and standard operating procedures
- KT0104 Compliance and individual obligations
- KT0105 Transgressions and non-compliances
- KT0106 Dealing with incidents and emergencies
- KT0107 Record keeping: basic employer/employee relations

Internal Assessment Criteria and Weight

- IAC0101 Explain legislation pertaining to the Wholesale and Retail outlet is identified and the compliance requirements pertaining to area of work
- IAC0102 Evaluate the function of policies and procedures in the workplace
- IAC0103 List compliance implications of legislation

(Weight 15%)

2.2.2. KM-02-KT02: Coordinating activities of perishable good replenishers (25%)

Topic elements to be covered include:

- KT0201 Staff scheduling
- KT0202 Meeting procedures

- KT0203 Delegating, planning, monitoring, organising, control
- KT0204 Prioritising and goal setting
- KT0205 Time management
- KT0206 Team management
- KT0207 Coaching and mentoring
- KT0208 Monitoring performance
- KT0209 Communication

Internal Assessment Criteria and Weight

- IAC0201 Discuss the role and function of the coordinator in the workplace
- IAC0202 List and evaluate the tasks and activities of the coordinator
- IAC0203 Explain principles of delegating, planning, monitoring, organising, control in terms of the coordinator role and function
- IAC0204 Analyse the nature of interaction with management and subordinates

(Weight 25%)

2.2.3. KM-02-KT03: Coordinating and maintaining stock levels (20%)

Topic elements to be covered include:

- KT0301 Shrinkage and waste
- KT0302 Life span of products
- KT0303 Stock forecasting (basic principles)
- KT0304 Receiving and dispatching stock
- KT0305 Documentation validity and control
- KT0306 Minimum stock levels
- KT0307 Storage and packaging requirements
- KT0308 Disposal of spoiled or contaminated stock

Internal Assessment Criteria and Weight

- IAC0301 Describe basic concepts of stock levels, stock rotation, stock take variances and stock shortages and how these pertain to a Wholesale and Retail outlet
- IAC0302 Analyse aspects of shrinkage, wastage, theft, stock shortages and over stock, identify causes identified and investigate possible solutions
- IAC0303 Describe basic concepts of quality, quantity, credit notes, invoices, labelling and how these pertain to a Wholesale and Retail outlet

(Weight 20%)

2.2.4. KM-02-KT04: Audits and inspections (15%)

Topic elements to be covered include:

- KT0401 Types and purpose of internal and external audits
- KT0402 Difference between audits and inspections
- KT0403 Audit and inspection procedures
- KT0404 Audit and inspection documentation
- KT0405 Traceability and record keeping

Internal Assessment Criteria and Weight

- IAC0401 Reason types and purpose of audits are analysed and the implications for the workplace
- IAC0402 Analyse compliance aspects and reason the implications for the workplace

(Weight 15%)

2.2.5. KM-02-KT05: Planning for special events in the perishable goods department (25%)

Topic elements to be covered include:

- KT0501 Types of special events
- KT0502 Basic understanding of budgets, targets and profits
- KT0503 Planning of an event
- KT0504 Basic forecasting principles
- KT0505 Ordering, receiving and allocating stock space
- KT0506 Signage
- KT0507 Allocating tasks as per plan
- KT0508 Contingencies
- KT0509 Monitor and evaluate the event

Internal Assessment Criteria and Weight

- IAC0501 Discuss basic planning, organising, monitoring and evaluating of an event and related activities in terms of contributing to the success and effectiveness of the event
- IAC0502 Identify and analyse various types of displays in terms of advantages and disadvantages
- IAC0503 Explain basic principles of format, content (product, quality, quantity and cross-merchandising), composition, interpretation of the purpose of the display, longevity and replenishment of products in display when planning a display

(Weight 25%)

2.3 Provider Programme Accreditation Criteria

Physical Requirements:

- The provider must have lesson plans and structured learning material or provide learners with access to structured learning material that addresses all topics in all the knowledge modules

Human Resource Requirements:

- Facilitators must have relevant industry and facilitation experience related to the subject. Ratio of 1 facilitator to a maximum of 30 learners
- Persons compiling the internal assessments must have either an industry related qualification at least one level higher than this qualification, or have operated as a Supervisor/Manager with at least 1 year experience relevant to the subject. Assessors must have relevant industry experience related to the subject

Legal Requirements:

- A legal business entity.
- Meet health and safety standards

2.4 Exemptions

- None

SECTION 3B: PRACTICAL SKILL MODULE SPECIFICATIONS

List of Practical Skill Module Specifications

- 522301002-PM-01, Interact with Different Types of Customers and Present a Positive Image, NQF Level 2, Credits 2
- 522301002-PM-02, Handle Customer Queries and Complaints, NQF Level 2, Credits 2
- 522301002-PM-03, Coordinate the Activities in the Perishable Goods Department Ensuring Cold Chain Compliance is Achieved and Maintained, NQF Level 3, Credits 12

1. 522301002-PM-01, Interact with Different Types of Customers and Present a Positive Image, NQF Level 2, Credits 2

1.1 Purpose of the Practical Skill Modules

The focus of the learning in this module is on providing the learner an opportunity to practise interacting with different types of customers and presenting a positive image to enhance the customer service experience.

The learner will be required to:

- PM-01-PS01: Greet different types of customers telephonically
- PM-01-PS02: Approach different types of customers face-to-face
- PM-01-PS03: Present a professional and positive image

1.2 Guidelines for Practical Skills

1.2.1. PM-01-PS01: Greet different types of customers telephonically

Scope of Practical Skill

Given a set of case scenarios comprising of various types of customers (in a hurry, irritated, happy etc.) phoning the outlet where each learner takes the role of the staff member and the customer, the learner must be able to:

- PA0101 Greet the customer using appropriate verbal communication
- PA0102 Make introductions by introducing oneself, the appropriate company and department
- PA0103 Offer to be of service

Applied Knowledge

- AK0101 Techniques for analysing role play scenarios
- AK0102 Techniques for verbal communication
- AK0103 Methods for interacting with customers over a telephone
- AK0104 Methods for speaking clearly and using a telephone appropriately
- AK0105 Methods for greeting customers using a telephone

Internal Assessment Criteria

- IAC0101 The manner in which the customer is greeted, is appropriate to the case scenario, uses a professional manner with appropriate communication and should result in a positive customer interaction
- IAC0102 The introductions made includes the introduction of the learner, the company and department appropriate to the case scenario
- IAC0103 The service offered to the customer is handled in a professional manner where the reason for the call appropriate to the case scenario is recorded

1.2.2. PM-01-PS02: Approach different types of customers face-to-face

Scope of Practical Skill

Given a set of role-play scenarios with information comprising of various types of customers (in a hurry, irritated, happy etc.) from diverse cultures, age groups and genders, including unattended customers visiting an outlet, where each learner plays the role of the sales assistant and the customer, the learner must be able to:

- PA0201 Acknowledge the customer
- PA0202 Approach and greet the customer in professional manner using appropriate communication skills
- PA0203 Introduce themselves and find out the customer's name
- PA0204 Offer to be of service

Applied Knowledge

- AK0201 Techniques for analysing case scenarios
- AK0202 Techniques for acknowledging, approaching and greeting diverse customers
- AK0203 Techniques for making introductions and offering to be of service

Internal Assessment Criteria

- IAC0201 The manner in which the customer is acknowledged, approached and greeted is appropriate to the scenario and should result in a positive customer service experience.
- IAC0202 The response includes the introduction, finding out the customer's name and offering to be of service appropriate to the scenario

1.2.3. PM-01-PS03: Present a professional and positive image

Scope of Practical Skill

Given a set of case scenarios, photographs of retail staff members with poor and good personal grooming and hygiene habits, information comprising of situations with customers where the staff member has bad breath, unpleasant body odours, dirty hands, chew gum, un-ironed and dirty clothing, with different attitudes, the learner must be able to:

- PA0301 Identify poor grooming and personal hygiene habits
- PA0302 Identify good grooming and personal hygiene habits
- PA0303 Recommend improvements to personal hygiene and grooming
- PA0304 Create a checklist to check own personal hygiene and grooming

Applied Knowledge

- AK0301 Techniques for analysing case scenarios
- AK0302 Techniques for promoting a positive image in a work environment
- AK0303 Techniques for recommending improvements to personal hygiene and grooming habits
- AK0304 Steps to creating checklists

- AK0305 Methods for analysing photographs

Internal Assessment Criteria

- IAC0301 Poor grooming and personal hygiene is correctly identified from the given scenarios
- IAC0302 Good grooming and personal hygiene is correctly identified from the given scenarios
- IAC0303 The recommendations for improvement to personal hygiene and grooming habits are correct as they apply to the given scenario
- IAC0304 The checklist created to check own personal hygiene and grooming habits include generally accepted standards used in the industry to promote a positive image in the workplace

1.3 Provider Programme Accreditation Criteria

Physical Requirements:

- A simulated or actual wholesale or retail sales environment, or classroom
- Classroom furniture (chairs and tables, audio-visual equipment and all other equipment conducive to a learning environment)
- Learning material for interacting with different types of diverse customers and presenting a positive and professional image
- Sets of information as per the scenarios, pictures or photographs

Human Resource Requirements:

- Facilitators must have relevant knowledge and exposure to interacting with different types of customers and presenting a professional image.
- Ratio of 1 facilitator to maximum of 30 learners
- Persons compiling the internal assessments must have either an industry related qualification at least one level higher than this qualification, or have operated as a Supervisor/Manager with at least 1 years' experience relevant to the subject.
- Assessors must have relevant industry experience related to the subject

Legal Requirements:

- A legal business entity.
- Meet health and safety standards

1.4 Exemptions

- None

2. 522301002-PM-02, Handle customer queries and complaints, NQF Level 2, Credits 2

2.1 Purpose of the Practical Skill Modules

The focus of the learning in this module is on providing the learner an opportunity to practise handling customer queries and complaints in a wholesale and retail environment.

The learner will be required to:

- PM-02-PS01: Handle customer queries
- PM-02-PS02: Handle customer complaints

2.2 Guidelines for Practical Skills

2.2.1. PM-02-PS01: Handle customer queries

Scope of Practical Skill

Given case scenarios or DVD's with a variety of typical customer queries including queries on product location, product availability, price, promotion queries and department queries, information detailing resources available for the escalation of queries, policies and procedures for the handling of customer queries, the learner must be able to:

- PA0101 Identify the customer query
- PA0102 Respond to the customer query
- PA0103 Escalate customer queries

Applied Knowledge

- AK0101 Techniques for identifying customer queries
- AK0102 Methods for responding to customer queries
- AK0103 Methods for escalating customer queries

Internal Assessment Criteria

- IAC0101 The customer query is identified according to the case scenario
- IAC0102 The response to the customer query is appropriate and results in the customer's need for more information being met
- IAC0103 The customer queries that require escalation are correctly identified and recommendations made on how to escalate the query are appropriate to the given case scenario

2.2.2. PM-02-PS02: Handle customer complaints

Scope of Practical Skill

Given case scenarios or DVD's with a variety of typical customer complaints including complaints regarding poor customer service, inferior products, product failure, product damages, poor staff availability, long queue waits, rude staff members, sales staff members who argue with each other in front of the customer, information detailing resources available for the escalation of complaints, the learner must be able to:

- PA0201 Respond to customer complaints

- PA0202 Handle upset customers
- PA0203 Escalate the complaint

Applied Knowledge

- AK0201 Techniques for handling customer complaints
- AK0202 Techniques for analysing case scenarios
- AK0203 Techniques and steps for handling upset customers
- AK0204 Techniques and processes for escalating customer complaints

Internal Assessment Criteria

- IAC0201 Customer complaints are identified and responded to according to the given case scenario in a manner where the complaint is resolved
- IAC0202 Upset customers are identified and appropriate actions are recommended in order to facilitate the calming of the customer
- IAC0203 The customer complaints that require escalation are correctly identified and recommendations made on how to escalate the complaint are appropriate to the given case scenario

2.3 Provider Programme Accreditation Criteria

Physical Requirements:

- A simulated or actual wholesale or retail sales environment, or classroom
- Classroom furniture (chairs and tables, audio-visual equipment and all other equipment conducive to a learning environment)
- Learning material for handling customer queries and complaints
- Sets of information, case scenarios, customer queries and complaints

Human Resource Requirements:

- Facilitators must have relevant knowledge and exposure to interacting with different types of customers and presenting a professional image.
- Ratio of 1 facilitator to maximum of 30 learners
- Persons compiling the internal assessments must have either an industry related qualification at least one level higher than this qualification, or have operated as a Supervisor/Manager with at least 1 years' experience relevant to the subject.
- Assessors must have relevant industry experience related to the subject.

Legal Requirements:

- A legal business entity.
- Meet health and safety standards

2.4 Exemptions

- None

3. 522301002-PM-03, Coordinate the Activities in the Perishable Goods Department Ensuring Cold Chain Compliance is Achieved and Maintained, NQF Level 3, Credits 12

3.1 Purpose of the Practical Skill Modules

The focus of the learning in this module is on providing the learner an opportunity to acquire the necessary skills to coordinate staff and the supply of perishable goods, whilst controlling and maintaining compliance with cold chain requirements

The learner will be required to:

- PM-03-PS01: Coordinate perishable goods replenishers by conducting planning, goal setting and scheduling
- PM-03-PS02: Monitor and coordinate the operational activities in the perishable goods department
- PM-03-PS03: Display coordination skills in dealing with incidents or accidents
- PM-03-PS04: Apply business continuity plan in cases of emergency such as fire, robbery, flooding, bomb threat, power failure
- PM-03-PS05: Prepare for an audit or inspection
- PM-03-PS06: Plan and implement a special event to promote sales in accordance with the theme

3.2 Guidelines for Practical Skills

3.2.1. PM-03-PS01: Coordinate perishable goods replenishers by conducting planning, goal setting and scheduling

Scope of Practical Skill

Given a case study with information on the perishable goods section of the store (number of staff, skills, stock, equipment availability) the learner must be able to:

- PA0101 Work out weekly schedules and rosters
- PA0102 Delegate tasks according to availability of staff, skills and schedule
- PA0103 Solve problems related to planning, scheduling and achieving goals
- PA0104 Monitor and control staff activities including time keeping, leave and absenteeism
- PA0105 Record and report staff performance such as late-coming, intoxication, absenteeism and leave and take action according to organisational procedures
- PA0106 Compile documentation for and conduct a team meeting to set goals and objectives for the day
- PA0107 Oversee shift rotation
- PA0108 Conduct hand over processes between shifts/breaks and complete shop hand-over document

Applied Knowledge

- AK0101 Techniques for planning, goal setting and scheduling
- AK0102 Techniques for monitoring and controlling staff activities

- AK0103 Coordinating techniques
- AK0104 Floor/aisle walks

Internal Assessment Criteria

- IAC0101 Apply basic planning, goal setting and scheduling principles and related activities and observe the success and effectiveness of the day-to-day running of the shop floor/aisle/section
- IAC0102 Identify problems which occurs during a supervision shift, analyse causes and suggest rectification actions
- IAC0103 Identify opportunities to improve coordination

3.2.2. PM-03-PS02: Monitor and coordinate the operational activities in the perishable goods department

Scope of Practical Skill

Given a case study with information on the perishable goods section of the store (such as number of staff, skills, stock, equipment availability, targets, requirements, stock reports, planogram/wirediagram) the learner must be able to:

- PA0201 Monitor shop keeping discipline (personal hygiene, food safety, store presentation, shelf labels, etc.) according to information on stock reports and planogram/wirediagram
- PA0202 Monitor and oversee deep cleaning of freezers and chillers
- PA0203 Promote sales (availability of stock, replenishment of chillers, freezers and shelves and cross-merchandising)
- PA0204 Provide input into the planogram to promote sales of products in department
- PA0205 Conduct monitoring at suitable intervals to maintain cold chain requirements
- PA0206 Reduce wastage (stock rotation, temperatures, handling of produce)
- PA0207 Prevent and control shrinkage by monitoring stock movement from receiving to front-end
- PA0208 Monitor minimum stock levels and fill out requisitions

Applied Knowledge

- AK0201 Techniques for planning, goal setting and scheduling
- AK0202 Techniques for monitoring and controlling perishable goods
- AK0203 Coordinating techniques
- AK0204 Cold chain requirements and compliance

Internal Assessment Criteria

- IAC0201 Monitor and maintain basic monitoring principles, apply related activities and monitor and maintain the success and effectiveness of the day-to-day running of the perishable goods section
- IAC0202 Monitor the perishable goods section ensuring compliance with cold chain, safety and quality requirements

- IAC0203 Monitor stock movement to prevent and control shrinkage and wastage
- IAC0204 Identify opportunities to improve the effectiveness of the perishable goods section

3.2.3. PM-03-PS03: Display coordination skills in dealing with incidents or accidents

Scope of Practical Skill

Given case studies or scenarios of a range of typical incidents and accidents the learner must be able to:

- PA0301 Observe and evaluate the nature of the incident or accident
- PA0302 Identify the possible causes of the incident
- PA0303 Identify and list possible courses of action to be taken
- PA0304 Decide on the best course of action by evaluating advantages and disadvantages of each action
- PA0305 Record and report on the incident and actions taken
- PA0306 Identify preventative measures related to the incident

Applied Knowledge

- AK0301 Coordination techniques

Internal Assessment Criteria

- IAC0301 List incidents or accidents which might occur during a shift and analyse causes, rectification actions and preventative measures

3.2.4. PM-03-PS04: Apply business continuity plan in cases of emergency such as fire, robbery, flooding, bomb threat, power failure

Scope of Practical Skill

Given case studies, role plays or scenarios of emergencies such as fire, robbery, flooding, etc. the learner must be able to:

- PA0401 Observe and evaluate the nature of the emergency
- PA0402 Communicate to relevant officials or institutions
- PA0403 Convey message to nearby customers in a manner which will prevent panic
- PA0404 Identify the possible causes of the emergency
- PA0405 Identify the applicable procedure
- PA0406 Implement action according the required emergency procedure
- PA0407 Provide assistance as being tasked

Applied Knowledge

- AK0401 Techniques for dealing with emergencies

- AK0402 Procedures for dealing with emergencies

Internal Assessment Criteria

- IAC0401 Analyse the requirements of a business continuity plan in case of emergency and identify actions

3.2.5. PM-03-PS05: Prepare for an audit or inspection

Scope of Practical Skill

Given case studies, role plays or scenarios on an audit and inspection and access to workplace information, records, requirements, procedures and checklists with shortfalls and deviation from requirements the learner must be able to:

- PA0501 Conduct a structured or formal floor/aisle walk and observe that store criteria are complied with
- PA0502 Use checklist to record findings and address deviations from required standards
- PA0503 Report and/or escalate findings
- PA0504 Compile and submit scheduled reports
- PA0505 Conduct checking and inspecting of processes in accordance with standard operating procedures
- PA0506 Prepare all relevant documentation for internal and external audits
- PA0507 Investigate and rectify all shortcomings identified by auditors and provide evidence

Applied Knowledge

- AK0501 Techniques for inspecting and observing compliance
- AK0502 Floor/aisle walks
- AK0503 Use of checklists
- AK0504 Standard operating procedures and policies

Internal Assessment Criteria

- IAC0501 Conduct a floor/aisle walk in a structured manner and identify and observe deviations from requirements
- IAC0502 Complete a checklist indicating compliance and non-compliance
- IAC0503 Check relevant documentation for completeness and accuracy
- IAC0504 Analyse deviations indicated by auditor to identify causes
- IAC0505 Evaluate actions to address deviations and supply evidence of successful implementation

3.2.6. PM-03-PS06: Plan and implement a special event to promote sales in accordance with the theme

Scope of Practical Skill

Given a worksheet of the event and a design of the displays with information on the goods and budget (role play and scenario) the learner must be able to:

- PA0601 Attend team meetings with team and discuss an action plan
- PA0602 Identify requirements for staff increases and changes of trading hours
- PA0603 Read and interpret the design and theme of the event and display
- PA0604 Identify the products to be displayed and cross-merchandising products and increases in stock volume
- PA0605 Assign and oversee tasks for erecting display units
- PA0606 Assign and oversee tasks for building the display by taking into account visual appeal and using the identified product and cross-merchandising product identified above
- PA0607 Conduct monitoring and evaluation activities to ensure the effective implementation and of the event and maintaining quality at all times

Applied Knowledge

- AK0601 Planning, coordinating and monitoring techniques

Internal Assessment Criteria

- IAC0601 Identify all aspects of the event and consider implications for staff requirements and increase in stock volumes during the planning of the event
- IAC0602 Schedule the implementation of the event providing monitoring at regular intervals to ensure deadlines are met
- IAC0603 Clearly identify timelines with deliverables and identify monitoring intervals

3.3 Provider Programme Accreditation Criteria

Physical Requirements:

- A simulated or actual wholesale or retail sales environment, or classroom
- Classroom furniture (chairs and tables, audio-visual equipment and all other equipment conducive to a learning environment)
- Learning material for interacting with different types of diverse customers and presenting a positive and professional image
- Sets of information as per the scenarios, pictures or photographs

Human Resource Requirements:

- Facilitators must have relevant knowledge and exposure to interacting with different types of customers and presenting a professional image.
- Ratio of 1 facilitator to maximum of 30 learners

- Persons compiling the internal assessments must have either an industry related qualification at least one level higher than this qualification, or have operated as a Supervisor/Manager with at least 1 year experience relevant to the subject.
- Assessors must have relevant industry experience related to the subject

Legal Requirements:

- A legal business entity.
- Meet health and safety standards

3.4 Exemptions

- None

SECTION 3C: WORK EXPERIENCE MODULE SPECIFICATIONS

List of Work Experience Module Specifications

- 522301002-WM-01, Processes and Procedures for attending to Different Types of Customers, Handling Customer Queries and Communicating with Customers, NQF Level 2, Credits 10
- 522301002-WM-02, Cold Chain Control and Perishable Goods Monitoring, NQF Level 3, Credits 12

1. 522301002-WM-01, Processes and Procedures for Attending to Different Types of Customers, Handling Customer Queries and Communicating with Customers, NQF Level 2, Credits 10

1.1 Purpose of the Work Experience Modules

The focus of the work experience is on providing the learner an opportunity to gain exposure in communicating with and attending to a variety of customers and handling their queries in a retail or wholesale environment. The Learner will be required to successfully complete each Work Experience for at least 1 week under supervision before operating for 1 week independently. Work experience for the different modules may occur concurrently. The learning contract time which constitutes the total amount of time during which the learner needs to have access to the workplace to enable him or her to acquire the knowledge and understanding specified for this module is 12.5 days.

The learner will be required to:

- WM-01-WE01: Attend to different types of customers
- WM-01-WE02: Handle a variety of customer queries in the outlet

1.2 Guidelines for Work Experiences

1.2.1. WM-01-WE01: Attend to different types of customers

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0101 Greet customers appropriately according to organisational standards
- WA0102 Acknowledge unattended customers
- WA0103 Communicate with customers in a verbal and non-verbal manner

Supporting Evidence

- SE0101 Documentary evidence confirming that the learner has greeted a variety of customers in line with organisational standards, signed off by the learner's supervisor
- SE0102 Documentary evidence confirming that the learner has acknowledged a variety of unattended customers in line with organisational standards, signed off by the learner's supervisor
- SE0103 Documentary evidence confirming that the learner has communicated verbally and non-verbally with a variety of customers in line with organisational standards, signed off by the learner's supervisor

1.2.2. WM-01-WE02: Handle a variety of customer queries in the outlet

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0201 Apply active listening skills when handling customer queries
- WA0202 Handle a variety of customer queries in line with organisational processes and procedures
- WA0203 Escalate queries in line with organisational processes and procedures

Supporting Evidence

- SE0201 Documentary evidence confirming the learner has listened to the customer and understood their query when handling customer queries, signed off by the learner's supervisor
- SE0202 Documentary evidence confirming the learner has followed organisational processes and procedures when handling a variety of customer queries for at least four (4) queries, signed off by the learner's supervisor
- SE0203 Documentary evidence confirming that the learner has appropriately escalated queries they cannot solve in line with organisational requirements, signed off by the learner's supervisor

1.3 Contextualised Workplace Knowledge

1 Organisational standards for attending to a variety of customers in a wholesale or retail environment

2 Organisational policies and procedures for communicating with customers

3 Organisational policies and procedures for handling a variety of customer queries

4 Organisational policies and procedures for escalating customer queries

5 Organisational store layout

6 Organisational policies and procedures for handling product availability queries

7 Organisational policies and procedures for directing customers to different departments within an outlet

8 Organisational customer service standards

1.4 Criteria for Workplace Approval

Physical Requirements:

- Operational wholesale or retail store serving a variety of customers

Human Resource Requirements:

- Supervisor/Manager with at least 1 year experience of serving customers and handling customer queries

Legal Requirements:

- Registered as a formal business
- Compliant with all relevant legal requirements for a wholesale or retail store

1.5 Additional Assignments to be Assessed Externally

All evidence produced relating to the following workplace experience must be submitted for external assessment. Attend to different types of customer, Handle a variety of customer queries in the outlet.

2. 522301002-WM-02, Cold Chain Control and Perishable Goods Monitoring, NQF Level 3, Credits 12

2.1 Purpose of the Work Experience Modules

The focus of the work experience is on providing the learner an opportunity to gain exposure to all processes related to perishable goods and cold chain compliance and to coordinate the activities of a team of perishable goods replenishers and the flow of perishable goods in compliance with cold chain requirements. The learning contract time which constitutes the total amount of time during which the learner needs to have access to the workplace to enable him or her to acquire the knowledge and understanding specified for this module is 15 days.

The learner will be required to:

- WM-02-WE01: Work day shift in retail or wholesale outlet
- WM-02-WE02: Work night shift in retail or wholesale outlet
- WM-02-WE03: Work weekend shift in retail or wholesale outlet
- WM-02-WE04: Conduct an internal self-audit in retail or wholesale outlet
- WM-02-WE05: Plan a special event or promotional activity to promote sales

2.2 Guidelines for Work Experiences

2.2.1. WM-02-WE01: Work day shift in retail or wholesale outlet

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0101 Do a floor walk with a manager and complete a hand-over document
- WA0102 Check if Customer Protection Act (CPA) production documentation is in place and valid (correct dates, signatures)
- WA0103 Schedule staff for a week and deal with absenteeism etc. according to workplace procedures or give input to the staff planner
- WA0104 Facilitate a weekly planning meeting and daily focus meeting with team for two weeks
- WA0105 Delegate daily tasks to each member of the team
- WA0106 Monitor all cold chain replenishment activities and disciplines ensuring compliance
- WA0107 Monitor compliance, safety and security of the department
- WA0108 Report on approaching a customer, offering assistance and handling a query

Supporting Evidence

- SE0101 Attendance register
- SE0102 Shift hand-over documentation
- SE0103 Floor walk checklist
- SE0104 Weekly report

- SE0105 Meeting documentation

2.2.2. WM-02-WE02: Work night shift in retail or wholesale outlet

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0201 Do a floor walk with a manager and complete a hand-over document
- WA0202 Check if CPA production documentation is in place and valid (correct dates, signatures)
- WA0203 Schedule staff for a night shift and deal with absenteeism etc. according to workplace procedures or give input to the staff planner
- WA0204 Facilitate a planning meeting and focus meeting with team for a night shift
- WA0205 Delegate tasks to each member of the team
- WA0206 Monitor all cold chain replenishment activities and disciplines ensuring compliance
- WA0207 Monitor compliance, safety and security of the department

Supporting Evidence

- SE0201 Attendance register
- SE0202 Shift hand-over documentation
- SE0203 Floor walk checklist
- SE0204 Night shift report
- SE0205 Meeting documentation

2.2.3. WM-02-WE03: Work weekend shift in retail or wholesale outlet

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0301 Do a floor walk with a manager and complete a hand-over document
- WA0302 Check if CPA production documentation is in place and valid (correct dates, signatures)
- WA0303 Schedule staff for a weekend shift and deal with absenteeism etc. according to workplace procedures or give input to the staff planner
- WA0304 Facilitate a weekend shift planning meeting and daily focus meeting with team for two weekend shifts
- WA0305 Delegate daily tasks to each member of the team
- WA0306 Monitor all cold chain replenishment activities and disciplines ensuring compliance
- WA0307 Monitor compliance, safety and security of the department

- WA0308 Report on approaching a customer, offering assistance and handling a query

Supporting Evidence

- SE0301 Attendance register
- SE0302 Shift hand-over documentation
- SE0303 Floor walk checklist
- SE0304 Weekend report
- SE0305 Meeting documentation

2.2.4. WM-02-WE04: Conduct an internal self-audit in retail or wholesale outlet

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0401 Conduct an internal OHSA self-audit to ensure compliance and identify and rectify deviations and conduct a follow-up with a manager to evaluate effectiveness of rectifications
- WA0402 Conduct an internal hygiene self-audit to ensure compliance and identify and rectify deviations and conduct a follow-up with a manager to evaluate effectiveness of rectifications

Supporting Evidence

- SE0401 Checklists indicating finding
- SE0402 Report indicating suggested improvements or rectifications
- SE0403 Monitoring and evaluation sheet

2.2.5. WM-02-WE05: Plan a special event or promotional activity to promote sales

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0501 Attend a team meeting with manager and discuss an action plan
- WA0502 Identify requirements for increasing staff volumes and changes of trading hours
- WA0503 Read and interpret the design and theme of the event and display
- WA0504 Identify the products to be displayed and cross-merchandising products and increases in stock volume
- WA0505 Conduct a team meeting with team
- WA0506 Assign and oversee tasks for building the display by taking into account visual appeal and using the identified product and cross-merchandising product identified above
- WA0507 Conduct monitoring and evaluation activities to ensure the effective implementation and of the event and maintaining quality at all times

Supporting Evidence

- SE0501 Special event or promotional activity documentation
- SE0502 Monitoring and evaluation report

2.3 Contextualised Workplace Knowledge

- 1 Organisational policies and procedures
- 2 Company standards and compliance requirements
- 3 Company floor plan and layout
- 4 Company products and produce
- 5 Company cold chain requirements and compliance standards

2.4 Criteria for Workplace Approval

Physical Requirements:

- Operational wholesale or retail store providing perishable goods section and cold chain protocols.
- Key processes: coordinating a team and perishable goods in compliance with cold chain requirements

Human Resource Requirements:

- Supervisor/Manager with at least 1 year experience of overseeing cold chain protocols and perishable goods section.

Legal Requirements:

- Registered as a formal business.
- Compliant with all relevant legal requirements for a wholesale or retail store.

2.5 Additional Assignments to be Assessed Externally

All evidence produced relating to the following workplace experience must be submitted for external assessment.

SECTION 4: STATEMENT OF WORK EXPERIENCE

Curriculum Number:	522301002
Curriculum Title:	Perishable Goods Department Coordinator

Learner Details	
Name:	
ID Number:	

Employer Details	
Company Name:	
Address:	
Supervisor Name:	
Work Telephone:	
E-Mail:	

522301002-WM-01, Processes and procedures for attending to different types of customers, handling customer queries and communicating with customers, NQF Level 2, Credits 10

WM-01-WE01	Attend to different types of customers		
	Scope Work Experience	Date	Signature
WA0101	Greet customers appropriately according to organisational standards		
WA0102	Acknowledge unattended customers		
WA0103	Communicate with customers in a verbal and non-verbal manner		
	Supporting Evidence	Date	Signature
SE0101	Documentary evidence confirming that the learner has greeted a variety of customers in line with organisational standards, signed off by the learner's supervisor		
SE0102	Documentary evidence confirming that the learner has acknowledged a variety of unattended customers in line with organisational standards, signed off by the learner's supervisor		
SE0103	Documentary evidence confirming that the learner has communicated verbally and non-verbally with a variety of customers in line with organisational standards, signed off by the learner's supervisor		
WM-01-WE02	Handle a variety of customer queries in the outlet		
	Scope Work Experience	Date	Signature
WA0201	Apply active listening skills when handling customer queries		
WA0202	Handle a variety of customer queries in line with organisational processes and procedures		
WA0203	Escalate queries in line with organisational processes and procedures		
	Supporting Evidence	Date	Signature

SE0201	Documentary evidence confirming the learner has listened to the customer and understood their query when handling customer queries, signed off by the learner's supervisor		
SE0202	Documentary evidence confirming the learner has followed organisational processes and procedures when handling a variety of customer queries for at least four (4) queries, signed off by the learner's supervisor		
SE0203	Documentary evidence confirming that the learner has appropriately escalated queries they cannot solve in line with organisational requirements, signed off by the learner's supervisor		

	Contextualised Workplace Knowledge	Date	Signature
1	Organisational standards for attending to a variety of customers in a wholesale or retail environment		
2	Organisational policies and procedures for communicating with customers		
3	Organisational policies and procedures for handling a variety of customer queries		
4	Organisational policies and procedures for escalating customer queries		
5	Organisational store layout		
6	Organisational policies and procedures for handling product availability queries		
7	Organisational policies and procedures for directing customers to different		

	departments within an outlet		
8	Organisational customer service standards		

	Additional Assignments to be Assessed Externally	Date	Signature
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522301002-WM-02, Cold Chain Control and Perishable Goods Monitoring, NQF Level 3, Credits 12

WM-02-WE01	Work day shift in retail or wholesale outlet		
	Scope Work Experience	Date	Signature
WA0101	Do a floor walk with a manager and complete a hand-over document		
WA0102	Check if Customer Protection Act (CPA) production documentation is in place and valid (correct dates, signatures)		
WA0103	Schedule staff for a week and deal with absenteeism etc. according to workplace procedures or give input to the staff planner		
WA0104	Facilitate a weekly planning meeting and daily focus meeting with team for two weeks		
WA0105	Delegate daily tasks to each member of the team		
WA0106	Monitor all cold chain replenishment activities and disciplines ensuring compliance		
WA0107	Monitor compliance, safety and security of the department		
WA0108	Report on approaching a customer, offering assistance and handling a query		
	Supporting Evidence	Date	Signature
SE0101	Attendance register		

SE0102	Shift hand-over documentation		
SE0103	Floor walk checklist		
SE0104	Weekly report		
SE0105	Meeting documentation		
WM-02-WE02	Work night shift in retail or wholesale outlet		
	Scope Work Experience	Date	Signature
WA0201	Do a floor walk with a manager and complete a hand-over document		
WA0202	Check if CPA production documentation is in place and valid (correct dates, signatures)		
WA0203	Schedule staff for a night shift and deal with absenteeism etc. according to workplace procedures or give input to the staff planner		
WA0204	Facilitate a planning meeting and focus meeting with team for a night shift		
WA0205	Delegate tasks to each member of the team		
WA0206	Monitor all cold chain replenishment activities and disciplines ensuring compliance		
WA0207	Monitor compliance, safety and security of the department		
	Supporting Evidence	Date	Signature
SE0201	Attendance register		
SE0202	Shift hand-over documentation		
SE0203	Floor walk checklist		
SE0204	Night shift report		
SE0205	Meeting documentation		

WM-02-WE03	Work weekend shift in retail or wholesale outlet		
	Scope Work Experience	Date	Signature
WA0301	Do a floor walk with a manager and complete a hand-over document		
WA0302	Check if CPA production documentation is in place and valid (correct dates, signatures)		
WA0303	Schedule staff for a weekend shift and deal with absenteeism etc. according to workplace procedures or give input to the staff planner		
WA0304	Facilitate a weekend shift planning meeting and daily focus meeting with team for two weekend shifts		
WA0305	Delegate daily tasks to each member of the team		
WA0306	Monitor all cold chain replenishment activities and disciplines ensuring compliance		
WA0307	Monitor compliance, safety and security of the department		
WA0308	Report on approaching a customer, offering assistance and handling a query		
	Supporting Evidence	Date	Signature
SE0301	Attendance register		
SE0302	Shift hand-over documentation		
SE0303	Floor walk checklist		
SE0304	Weekend report		
SE0305	Meeting documentation		
WM-02-WE04	Conduct an internal self-audit in retail or wholesale outlet		
	Scope Work Experience	Date	Signature
WA0401	Conduct an internal OHSA self-audit to ensure		

	compliance and identify and rectify deviations and conduct a follow-up with a manager to evaluate effectiveness of rectifications		
WA0402	Conduct an internal hygiene self-audit to ensure compliance and identify and rectify deviations and conduct a follow-up with a manager to evaluate effectiveness of rectifications		
	Supporting Evidence	Date	Signature
SE0401	Checklists indicating finding		
SE0402	Report indicating suggested improvements or rectifications		
SE0403	Monitoring and evaluation sheet		
WM-02-WE05	Plan a special event or promotional activity to promote sales		
	Scope Work Experience	Date	Signature
WA0501	Attend a team meeting with manager and discuss an action plan		
WA0502	Identify requirements for increasing staff volumes and changes of trading hours		
WA0503	Read and interpret the design and theme of the event and display		
WA0504	Identify the products to be displayed and cross-merchandising products and increases in stock volume		
WA0505	Conduct a team meeting with team		
WA0506	Assign and oversee tasks for building the display by taking into account visual appeal and using the identified product and cross-merchandising product identified above		
WA0507	Conduct monitoring and evaluation activities to ensure the effective implementation and of the event and maintaining quality at all times		

	Supporting Evidence	Date	Signature
SE0501	Special event or promotional activity documentation		
SE0502	Monitoring and evaluation report		

	Contextualised Workplace Knowledge	Date	Signature
1	Organisational policies and procedures		
2	Company standards and compliance requirements		
3	Company floor plan and layout		
4	Company products and produce		
5	Company cold chain requirements and compliance standards		

	Additional Assignments to be Assessed Externally	Date	Signature
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