

Unit Title: **Contributing to the development and launch of new products and/or services**

OCR unit number: 23

Sector unit number: SAL3-11

Level: 3

Credit value: 4

Guided learning hours: 26

Unit reference number: A/502/8639

Unit purpose and aim

Details to be confirmed later.

| Learning Outcomes | Assessment Criteria | Teaching Content |
|--|---|------------------|
| The Learner will: | The Learner can: | |
| 1 Understand the product development process | 1.1 Describe the sales forecasting technique used by the organisation | • xxxxxxxx |
| | 1.2 Explain the market features and trends relating to products or services in the market | • |
| | 1.3 Explain the customer base for the proposed product in terms of their wants and needs | • |
| 2 Be able to contribute to the product and/or service development and launch process | 2.1 Consult with colleagues and selected customers about a new product or service strategy | • Xxxxxxx |
| | 2.2 Generate ideas and/or enhancements to others' ideas for new products or services that meet the development criteria | • |
| | 2.3 Screen new ideas in accordance with the organisation's guidelines, marketing objectives | • |

| Learning Outcomes | Assessment Criteria | Teaching Content |
|-------------------|--|------------------|
| | 2.4 Test the market for the proposed product and/or service in accordance with the development plan | • |
| | 2.5 Provide information about existing customers, their needs, wants and behaviours in accordance with the market analysis specification | • |
| | 2.6 Support the preparation of a business case for the launch of a new product and/or service in accordance with the development plan | • |
| | 2.7 Forecast sales to support business case preparation in accordance with the development plan | • |
| | 2.8 Prepare information for customers about the new product and/or service in accordance with the development plan | • |
| | 2.9 Use feedback from stakeholders to refine the new product and/or service | • |

Assessment

This unit is centre assessed and externally verified. In order to achieve the unit you must produce a portfolio of evidence which, on request, will need to be made available to the OCR external verifier. Portfolios of work must be produced independently and Centres must confirm to OCR that the evidence is authentic. An OCR Centre Authentication form is provided in the Centre Handbook.

Evidence requirements

In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Your assessor must be able to observe you in the workplace or you must provide tangible evidence of your real work activities.

You may collect evidence for the unit through work in a private sector organisation, a public sector organisation or a not-for-profit organisation.

You must provide evidence that shows you have done this over a sufficient period of time on different occasions for your assessor to be confident that you are competent.

Guidance on assessment and evidence requirements

Please refer to the OCR Centre Handbook available from the OCR website www.ocr.org.uk

National Occupational Standards (NOS) mapping/signposting

This unit maps fully to competences outlined in the Sales NOS published by the CfA.

| Occupational standards | Unit number | Title |
|------------------------|-------------|-------|
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| | | |

Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

| Functional Skills Standards | | | | | |
|-----------------------------|--|--------------|--|--|--|
| English | | Mathematics | | ICT | |
| Speaking and Listening | | Representing | | Use ICT systems | |
| Reading | | Analysing | | Find and select information | |
| Writing | | Interpreting | | Develop, present and communicate information | |

Resources

Access to photocopier, PC and printer is desirable but not essential.

Access to sources of under-pinning knowledge such as websites, books, journals, etc, might be of help, but you are not expected to reproduce other people's written work.

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850).