
Overview

This standard is about the skills and knowledge needed for you to develop an organisational strategy in a food and drink business. The strategy is the overarching method or approach by which a food and drink business or area of a food and drink business aims to achieve its goal or objective. A strategy can be developed for whole organisations and/or for individual areas of an organisation including production, sales and marketing, finance and human resources. A strategy developed for a food and drink business must take into account the dynamics, compliance, quality and production driven nature of the food and drink industry. A clear strategy developed holistically is essential to the success of an organisation. You will need the skills and understanding to be able to contribute to the development of a strategy within a food and drink business. You must have the skills and understanding to be able to use information to aid decision making, communicate and support consultation of the strategy. You will need the skills and understanding to adhere to organisational requirements and policy for developing strategy. This standard is for you if you work in food and drink operations and/or supply operations and are involved in developing a strategy in a food and drink business.

Performance criteria

You must be able to:

Prepare to develop a strategy

1.
determine an appropriate timescale and the resources needed for 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.
agree the engagement process and timelines for engagement

10.
inform colleagues of the strategy and secure agreement to its content

11.

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

12.

confirm content of the developed strategy with relevant people

13.

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

14.

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

Knowledge and understanding

You need to know and understand:

1.
the key differences between strategy, vision, policy and planning
 - 1.1 what the sources of information are detailing your organisation's

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Develop an organisational strategy in a food and drink business



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