

Overview

This standard covers the skills and knowledge required to market wood fuel products to customers. It involves identifying appropriate marketing and communication techniques and their costs and benefits, communicating appropriate messages about wood fuel products, including their benefits and impact on the environment and evaluating marketing activity to make sure it is bringing sufficient return for the

Performance criteria

You must be able to:

1.
identify realistic markets and products for sale and assess suitability following standard operating procedures
 - 1.1 determine specifications and quantities of each product to be

Knowledge and understanding

You need to know and understand:

1.
legal duties for health and safety in the workplace and legislation covering your job role
 - 1.1
relevant legislation and requirements relating to clean wood fuels
 - 1.2
why marketing and promotion is important
 - 1.3
different ways to promote wood fuel products
 - 1.4
wood fuel's sustainability credentials and the benefit of using

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Market wood fuel products

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