

Branch: Sales consultant in the food industry



Code : FOOPRO

Option : Food products

Level : Bac Pro

Prerequisites:

Opportunities:

Graduates can work as assistant or manager of a department, as a food salesman, or as a manager of a convenience store.

Description :

The holder of this vocational training certificate manages fresh, ultra-fresh and frozen products, catering products or products made on the farm, by craftsmen or industrially. This professional organises the conservation, processing and preparation of products from reception to sale. The maintenance of quality is based on their technological knowledge. He or she is also required to be an animator in order to implement promotional proposals. He or she follows and applies regulations relating to products, points of sale, consumers and the environment. He or she must know the production methods and the various types of product qualification and inform customers about them. The holder of this vocational baccalaureate is placed under the responsibility of either a department manager in a supermarket, or the director or manager of a shop in a small or medium-sized supermarket.

Quality and competences :

This vocational baccalaureate prepares students for the distribution of foodstuffs, from the reception of goods to the sale of fresh, ultra-fresh and frozen products.

The student learns, in management, to ensure the reception and control of products, their storage, ventilation, shelving, as well as monitoring their quality.

He or she takes lessons in biology and biochemistry to learn about food products: the specific characteristics and constraints of fruit and vegetables, seafood, dairy products, frozen foods, etc., whether they are of industrial or traditional origin.

The student studies the raw materials used for manufacturing, but also the packaging and preservation. He or she is trained to evaluate the quality of a product and to respect the rules of hygiene.

In sales and marketing techniques, he or she acquires skills in commercial management, in setting up a product promotion policy and in pricing.