

Unit 15: Undertake Pet Store Design and Animal Management

Unit code	T/600/9422
QCF Level 3:	BTEC National
Credit value:	10
Guided learning hours:	60

● Aim and purpose

This unit aims to introduce learners the skills and knowledge associated with pet store management and how these can be applied in practice. It is designed for learners in centre-based settings looking to progress into the sector or onto further/higher education and training.

Learners will be able to design a suitable layout for a pet store and discuss the husbandry requirements of the animals sold within the pet store. Learners will be able to identify livestock and non-livestock products and their sources. The marketing of and legislation relating to pet stores will be explored.

● Unit introduction

Pet stores and their employees are very often the first and only source of information a customer will use when seeking advice on the care, health or behaviour of their pet. The ability of employees to provide accurate advice on livestock and non-livestock products, as well as possessing excellent customer service skills, will lead to the success and profitability of the pet store.

The focus of this unit is on the livestock held within a pet store. Learners will study pet store design in relation to the needs of livestock, housing and husbandry, and the sources of livestock. In addition, they will explore the health and safety aspects of working with livestock in a pet store environment.

The design of a pet store is crucial to its success. Within this unit learners will develop an awareness of the factors affecting pet store design and the impact design has on success, profitability and the health of the livestock housed within the pet store.

Successful marketing is key to the success of any pet store and learners will evaluate the current marketing methods used by pet stores.

Learners should be given the opportunity to visit pet stores to investigate design, animal accommodation, husbandry regimes and marketing methods.

● Learning outcomes

On completion of this unit a learner should:

- 1 Be able to design a pet store
- 2 Know the sources of livestock and non-livestock products found in a pet store
- 3 Understand the husbandry requirements of animals sold in pet stores
- 4 Understand the importance of marketing for a pet store.

Unit content

1 Be able to design a pet store

Pet store design: commonly used design methods (grid pattern, free flow, boutique, loop, species grouping, item grouping); location of livestock; provision of heating, lighting and ventilation; customer access; compliance with Disability Discrimination Act 2005; car parking; delivery access; staff facilities; isolation and quarantine facilities; storage; counter area; marketing (display areas, store appearance, marketing materials, signage, point of sales; store location); evaluation of store design

Needs of livestock: location of livestock within store (proximity to windows and doors, fire exits, high traffic areas); compliance with relevant legislation (Pet Animals Act 1951, Dangerous Wild Animals Act 1976, local authority inspections and licensing)

2 Know the sources of livestock and non-livestock products found in a pet store

Sources of livestock: range of common livestock (birds, small mammals, reptiles, amphibians, invertebrates); sources of livestock (wholesalers, specialist breeders, hobbyists, customers, small pet stores, pet superstores, importers, captive breeding); advantages and disadvantages (cost, reliability, variety, mortality rates, history, importation legislation, disease)

Sources of non-livestock: range of common non-livestock products; sources of non-livestock products (wholesaler, independent traders, import sources); advantages and disadvantages (cost, range, storage, minimum order requirements)

Stock control methods: methods used to control livestock (breeding, contraception, unsold stock); methods used to control non-livestock products (manual, minimum level, stock review, computerised, fixed quantity, fixed interval, first in first out)

3 Understand the husbandry requirements of animals sold in pet stores

Housing requirements of animals being sold in pet stores: relevant legislation; individual species requirements (heating, lighting and ventilation, humidity); security (housing design, public access, locks); suitability (size, provision for enrichment, social groupings, substrate and cage furnishings); provision of food and water; materials used in construction (wood, plastic, glass, wire)

Husbandry regimes: cleaning and maintenance routines; health checks; prevention of disease spread (isolation, quarantine, housing design); arrangements for periods when store is closed; disinfection and sterilisation (methods, products); waste disposal (cadavers, soiled substrate, faeces, waste food); livestock records; opening hours

Health and safety measures: compliance with relevant legislation (Health and Safety at Work Act 1974, fire safety regulations, First Aid at Work Regulations 1981, Control of Substances Hazardous to Health (COSHH), risk assessment, other current relevant legislation); zoonotic disease (common diseases, transmission routes, methods of prevention); out of hours arrangements (emergency contacts, key contacts, key holders)

4 Understand the importance of marketing for a pet store

Current methods of marketing: methods of marketing (media advertising, press release, web advertising, leaflet drop); in store marketing (point of purchase, special promotion, effective store design, window advertising); store reputation; store image/logo; advantages and disadvantages (cost, availability, effectiveness, audience)

Legislation: legal and ethical responsibilities; relevant acts of legislation eg Privacy and Electronic Communications Regulations 2003, Consumer Protection Act 1987, Advertising Standards Agency

Assessment and grading criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria for a pass grade describe the level of achievement required to pass this unit.

Assessment and grading criteria		
To achieve a pass grade the evidence must show that the learner is able to:	To achieve a merit grade the evidence must show that, in addition to the pass criteria, the learner is able to:	To achieve a distinction grade the evidence must show that, in addition to the pass and merit criteria, the learner is able to:
P1 design a suitable layout for a pet store [CT]		D1 evaluate in detail the design of a given pet store making valid recommendations for improvement
P2 evaluate the needs of the livestock in the pet store in regards to the store layout		
P3 evaluate the sources of supply for livestock and non-livestock products	M1 compare advantages and disadvantages of given livestock and non-livestock sources of supply	
P4 explain the methods of stock control used by pet stores		
P5 explain the housing requirements of animals being sold in pet stores	M2 discuss how legislation, health and safety and other relevant guidelines are implemented in pet stores	D2 evaluate a given pet store in relation to meeting the needs of its livestock
P6 review a suitable husbandry regime for animals being kept in pet stores [IE]		
P7 explain the health and safety measures required when animals are housed in stores		
P8 evaluate the current methods of marketing used by pet stores [IE]	M3 evaluate, in detail, current marketing methods used by a given pet store suggesting appropriate recommendations for improvement.	D3 develop and justify a marketing methods for a given pet store.
P9 explain the legislation relating to the marketing of pet stores.		

PLTS: This summary references where applicable, in the square brackets, the elements of the personal, learning and thinking skills applicable in the pass criteria. It identifies opportunities for learners to demonstrate effective application of the referenced elements of the skills.

Key	IE – independent enquirers	RL – reflective learners	SM – self-managers
	CT – creative thinkers	TW – team workers	EP – effective participators

Essential guidance for tutors

Delivery

Delivery of this unit will involve practical and written assessments, visits to pet stores and will link to work experience placements.

This unit has been designed to develop the knowledge and skills learners need to work in a pet store environment.

Learners should be given the opportunity to visit pet stores, ideally both large chains and independent retailers, so they can identify the differences in design and layout.

Learners will develop an awareness of how design can affect the success and profitability of a pet store and the factors which need to be taken into account in relation to design when housing livestock both on the sales floor and prior to sale. It is essential that tutors discuss in detail all aspects of pet store design to ensure learners have the knowledge needed to both evaluate and make realistic and valid recommendations on pet store design.

When investigating sources of supply for livestock and non-livestock products tutors should ensure that learners are aware of a wide range of suppliers, through either visits to companies or providing access to catalogues or online resources. To evaluate the advantages and disadvantages of sources of supply, learners must appreciate the factors that influence supplier selection and the range of products available.

A major aspect of working within a pet store is the management and husbandry of the livestock housed in store. This unit will provide learners with an understanding of the husbandry requirements of livestock and all common pet animals sold within pet stores should be covered. Isolation, quarantine and the health and safety issues associated with housing livestock must be covered so learners gain the knowledge they need to evaluate and devise husbandry regimes and to make appropriate recommendations for improvement.

Guest speakers would enhance delivery of this unit, for example officials from the local authority responsible for licensing pet stores, pet store managers to discuss their husbandry regimes, livestock importers, or marketing professionals to discuss the advantages and disadvantages of current marketing methods.

Outline learning plan

The outline learning plan has been included in this unit as guidance and can be used in conjunction with the programme of suggested assignments.

The outline learning plan gives **an indication of the volume of learning it would take the average learner** to achieve the learning outcomes. It is **indicative and is one way of achieving the credit value**.

Learning time should address all learning (including assessment) relevant to the learning outcomes, regardless of where, when and how the learning has taken place.

Topic and suggested assignments/activities and/assessment
Introduction and overview of the unit.
Assignment 1: Store Layout and Design (P1, P2 D1)
Tutor introduces the assignment brief.
Visits to pet stores focusing on design features.
Introduce common pet store designs.
Theory session: essential aspects of pet store design.

Topic and suggested assignments/activities and/assessment

Theory session: meeting the needs of clients, staff and livestock in pet store design.

Theory session: livestock needs in relation to design.

Introduce aspects of legislation relevant to meeting livestock needs and pet store design.

Practical activity: development of pet store layout.

Assignment 2: Sources of Supply and Methods and Importance of Stock Control (P3, P4, M1)

Tutor introduces the assignment brief.

Theory session: types of livestock and non-livestock products.

Theory session: sources of livestock and non-livestock suppliers including research activity.

Introduce methods of stock control.

Introduce reasons for stock control and advantages and disadvantages of each method.

Visits to pet stores focusing on types and range of stock and stock control methods used.

Assignment 3: Husbandry Requirements and Relevant Health and Safety for Livestock (P5, P6, P7, M2, D2)

Tutor introduces the assignment brief.

Introduce husbandry requirements of livestock kept for sale, to include small mammals, birds, fish, amphibians, invertebrates and reptiles.

Theory session: general needs of animals kept for sale.

Introduce husbandry regimes.

Guest speaker from local pet store to discuss husbandry regimes and livestock management within a pet store.

Visit to pet store to review livestock husbandry regimes.

Development of husbandry regime.

Theory session: legislation, safe systems of work applicable to working livestock.

Guest speaker from local authority on pet store licensing and legislation relevant to the husbandry and sale of livestock within a pet store.

Introduce zoonotic diseases; common diseases, transmission and prevention.

Assignment 4: Current Marketing Methods and Marketing Legislation (P8, P9, M3, D3)

Tutor introduces the assignment brief.

Visit to pet store to review marketing methods used.

Theory session: marketing methods with advantages and disadvantages for each.

Theory session: legal and ethical responsibilities when marketing pet stores.

Guest speaker from marketing company to discuss common methods of marketing and practical application of the legislation relating to marketing pet stores.

Development of marketing plan.

Unit review.

Assessment

For P1, learners must design a suitable layout for a pet store. Learners should be encouraged to draw their pet store plan to scale to incorporate mathematical aspects of functional skills and all aspects of design should be included as stated in the unit content. The learner could design their pet store and then present/discuss the key features of their design to/with fellow learners.

P2 requires learners to evaluate the needs of birds, small mammals, fish, invertebrates and reptiles housed within a pet store in relation to store layout. All livestock needs listed in the unit content should be evaluated as well as in terms of any individual heating, lighting and ventilation requirements.

P3 requires learners to describe the types of livestock and non-livestock suppliers available to pet stores. In addition, learners must compare and contrast non-livestock suppliers in relation to the possible service they could offer to a pet store. The same activity must be carried out for all types of livestock suppliers as stated in the unit content.

For P4 learners must first describe why effective stock control is needed in a pet store and then state the methods available to control stocks of livestock and non-livestock products in pet stores. All stock control methods and issues relating to stock control listed in the unit content must be covered.

For P5, learners are expected to explain the housing requirements of animals sold in pet stores. Learners must describe the housing requirements of animals housed within a pet store on a short-term basis. All housing requirements as stated in the unit content must be explained and tutors should ensure learners cover the full range of animals commonly sold in pet stores (small mammals, birds, fish, reptiles, amphibians and invertebrates).

P6 requires learners to review a suitable husbandry regime for a minimum of three animals being sold in pet stores. Tutors should ensure that learners have access to a suitable husbandry regime. Learners are also expected to identify any strengths and weaknesses of the husbandry regime, making appropriate suggestions for improvement where necessary.

For P7, learners need to explain the health and safety measures needed when animals are housed in pet stores. Learners must describe any safe working practices such as COSHH, first aid and risk assessments and relevant legislation governing the keeping of animals for sale. They must also discuss zoonoses and their prevention must be discussed. To achieve P8, learners must first describe the range of marketing methods available to pet stores and as listed in the unit content. Learners must evaluate each marketing method for cost, availability, effectiveness and possible audience.

P9 requires learners to explain any relevant legislation that affects the marketing of pet stores.

M1 requires learners to compare advantages and disadvantages of sources of supply for both livestock and non-livestock products for a given pet store, covering the factors listed in the unit content.

For M2, learners must discuss the relevant legislation, including health and safety, as stated in the unit content and how this legislation ensures the needs of livestock for sale are met. Tutors should ensure that learners cover out of hours arrangements.

M3 requires learners to evaluate in detail the current marketing methods used by a given pet store. Learners could use a case study approach and investigate the marketing methods used by a specific pet store. The tutor can assign the pet store or agree it through discussion with learners. Learners need to describe the methods used by the pet store and evaluate them against all the criteria listed in the unit content. Learners are expected to make valid recommendations for improvement where applicable.

For D1, learners need to evaluate a pet store for design, making recommendations for improvement. Learners must also evaluate how effective the design is in relation to meeting the needs of clients, staff and livestock. The tutor can assign the pet store or agree it through discussion with learners. Learners are expected to make and justify recommendations for improvement.

D2 requires learners to evaluate a pet store for its ability to meet the needs of livestock housed in store. Learners must review the location of animals within the store, animal husbandry regimes, provision of suitable housing for small mammals, birds, fish, reptiles, amphibians and invertebrates and health and safety practices in relation to livestock husbandry. The tutor can assign the pet store or agree it through discussion with learners.

D3 requires learners to develop and justify marketing methods for a pet store. Learners could develop a marketing plan for a given pet store, which the tutor can assign or agree through discussion with learners. Learners must justify methods chosen to market their assigned pet store.

Programme of suggested assignments

The following table shows a programme of suggested assignments that cover the pass, merit and distinction criteria in the grading grid. This is for guidance and it is recommended that centres either write their own assignments or adapt any Edexcel assignments to meet local needs and resources.

Criteria covered	Assignment title	Scenario	Assessment method
P1, P2, D1	Store Layout and Design	You have taken over vacant retail premises and wish to convert them into a pet store. Design the layout within given parameters, ie fire exits, windows etc. Evaluate the design of a given pet store for layout and livestock requirements and recommend improvements to the design.	Completed pet store layout design. Written report.
P3, P4, M1	Sources of Supply and Methods and Importance of Stock Control	Produce a guide for new pet store owners, identifying possible sources of supply for both livestock and non-livestock products, stating advantages and disadvantages for each. The guide should also include an evaluation of stock control methods and the importance of effective stock control.	Written evidence.
P5, P6, P7, M2, D2	Husbandry Requirements and Relevant Health and Safety for Livestock	Describe the husbandry and health and safety requirements of livestock housed in a pet store, how legislation and relevant guidelines ensure the needs of livestock are met and, following a visit to a pet store, evaluate husbandry regimes and develop a one-week husbandry regime for use within a pet store.	Written evidence. Production of husbandry regime.
P8, P9, D3	Current Marketing Methods and Marketing Legislation	Describe and assess marketing methods used within pet stores. Develop and justify a marketing plan for a given pet store.	Written evidence.

Links to National Occupational Standards, other BTEC units, other BTEC qualifications and other relevant units and qualifications

This unit forms part of the BTEC land-based sector suite. This unit has particular links with:

Level 2	Level 3
Maintain Animal Accommodation	Understand and Promote Animal Health
Introduction to Caring for Ornamental Aquatics	Undertake Animal Handling and Safe Working
Introduction to the Principles and Practices of Animal Behaviour and Handling	Business Management in the Land-based Sector
	Understand the Principles and Carry Out the Practice of Exotic Animal Management and Husbandry
	Understand the Principles of Animal Nutrition

Essential resources

Learners will need opportunities to visit pet stores to successfully achieve this unit. Tutors delivering this unit should have experience of working within the pet store industry. Learners will benefit greatly from the inclusion of guest speakers in the delivery of this unit.

Employer engagement and vocational contexts

The focus of this unit is on the skills and knowledge required to work effectively in the pet store industry. Centres are encouraged to create and develop links with local pet stores to enable learners to visit regularly. These visits will enable learners to develop the skills and knowledge required to evaluate store design, marketing and husbandry regimes within a pet store. Links with local pet stores could also provide opportunities for learners to undertake work experience. Guest speakers from the local authority responsible for pet store licensing or local pet store managers would provide industrial links.

Indicative reading for learners

Textbooks

Alderton D – *You & Your Pet Bird* (Dorling Kindersley, 1995) ISBN 9780751301571

Alderton D – *Reptiles and Amphibians* (Interpet, 1986) ISBN 9780861012121

Dallas S – *Animal Biology and Care Second edition* (Blackwell Science, 2006) ISBN 9781405137959

Hearne T – *Pets* (Penguin, 1996) ISBN 9781854710581

Manning D – *Exotic Pet Handbook* (Collins, 1998) ISBN 9780004133249

Taylor D – *Small Pet Handbook* (Collins, 1996) ISBN 9780004129839

Warren D – *Small Animal Care and Management* (Delmar, 1995) ISBN 9780827345577

Magazines

Pet Business World

Pet Product Marketing

Websites

Glee Petindex – trade show

www.bleebirmingham.com

Health and Safety Executive

www.hse.gov.uk

Pet Care Trust

www.petcare.org.uk

Pets at Home

www.petsathome.com

Royal Society for the Prevention of Cruelty to Animals

www.rspca.org.uk

vitalpetproducts

www.vital-group.co.uk

Delivery of personal, learning and thinking skills (PLTS)

The following table identifies the PLTS opportunities that have been included within the assessment criteria of this unit:

Skill	When learners are ...
Independent enquirers	exploring issues surrounding the methods of marketing used for ,and any relevant legislation applicable to, a pet store investigating the needs of livestock housed for sale in a pet store
Creative thinkers	generating the layout and design of a pet store.

Although PLTS opportunities are identified within this unit as an inherent part of the assessment criteria, there are further opportunities to develop a range of PLTS through various approaches to teaching and learning.

Skill	When learners are ...
Independent enquirers	researching information on the needs of livestock housed in pet stores investigating the relevant legislation relating to livestock housed in a pet store researching information on the legislation and marketing methods used in pet stores
Creative thinkers	generating the livestock husbandry regime for a pet store
Team workers	working together effectively on visits to pet stores, gathering information on design, animal husbandry and marketing methods
Self-managers	organising own time and resources in the completion of written assessments
Effective participators	participating effectively in visits to pet stores and applying the information obtained to the development of a marketing plan and husbandry regime.

● Functional Skills – Level 2

Skill	When learners are ...
ICT – Find and select information	
Select and use a variety of sources of information independently for a complex task	<p>using the internet to research the variety of both livestock and non-livestock products in pet stores</p> <p>using the internet to research marketing methods used by pet stores</p> <p>using the internet to research legislation applicable to pet stores</p>
ICT – Develop, present and communicate information	
Enter, develop and format information independently to suit its meaning and purpose including: <ul style="list-style-type: none"> • text and tables • images 	<p>entering text and images when developing the livestock supply guide for new pet store owners</p> <p>using ICT to develop husbandry regimes in an appropriate format</p> <p>producing written assessments using ICT programs</p>
Present information in ways that are fit for purpose and audience	using ICT programs to develop a livestock supply and stock control guide which is suitable for intended audience
Mathematics	
Select and apply a range of skills to find solutions	drawing, to scale, the layout for a pet store
English	
Reading – compare, select, read and understand texts and use them to gather information, ideas, arguments and opinions	reading and summarising the legislation and safe systems of work applicable to housing livestock in a pet store
Writing – write documents, including extended writing pieces, communicating information, ideas and opinions, effectively and persuasively	<p>completing a written husbandry regime for a pet store</p> <p>completing a written evaluation of one pet store in relation to design and how the design meets the needs of livestock</p> <p>producing written assignments</p> <p>completing a justified marketing plan for a pet store</p> <p>producing a stock and stock control guide for new pet store owners.</p>