

THE  
INDUSTRY'S  
CHOICE



## The BIIAB Profitable Business Portfolio

### BIIAB Level 3 Award in Licensed Hospitality BIIAB Level 3 Certificate in Licensed Hospitality

#### What is the BIIAB PBP?

The BIIAB PBP is a professional development programme that delivers real business benefits for experienced licensed retailers and key staff who want to improve their skills.

BIIAB PBP is a nationally accredited series of units and on successful completion of specified units, candidates will achieve the following accredited qualifications: the BIIAB Level 3 Award in Licensed Hospitality (ALH) and the BIIAB Level 3 Certificate in Licensed Hospitality (CLH).

This market-leading qualification also gives **FREE** membership to BII, the professional body for the industry.

## How can I achieve the BIIAB ALH and the BIIAB CLH?

The BIIAB PBP consists of three core units and 11 optional units.

On successful completion of the three core units candidates will achieve the BIIAB ALH. Successful completion of an additional four of the 11 optional units will lead to the achievement of the BIIAB CLH.

All units are accredited on the Qualifications and Credit Framework (QCF) at level 3 and each have an individual credit value of 2.



The three core units which lead to the **BIIAB ALH** are:

- **UNIT 1 Profit & loss, and budget control** - aims to de-mystify profit and loss accounting, and financial terminology, help candidates construct profit and loss budgets and monitor performance. It shows how to plan and budget effectively, and improve management controls in order to increase profitability and improve negotiating power with line managers, external clients and accountants.
- **UNIT 2 Understanding your market** - aims to help candidates establish a marketable vision for their business. By understanding how to apply a range of market research data and techniques,

candidates will be able to identify potential customer groups and clearly define those customers' needs in order to create an appropriate offer for their business.

- **UNIT 3 Motivating your team** - aims to help candidates apply motivational theory and develop an understanding of how to build and lead an effective team. The unit shows candidates how staff performance can be improved by understanding more about their own style of management, and how they are perceived by employees.

Candidates who achieve these units and then go on to successfully complete four optional units will be awarded the **BIIAB CLH**. Candidates can choose from the following optional units:

- **UNIT 4 Customer service procedures** - aims to help candidates focus on customers, identify what customers want at different times, and learn how to provide that extra service element that exceeds expectations. This unit provides the knowledge required to implement and evaluate customer service procedures, analyse customer service opportunities, and implement an effective action plan.
- **UNIT 5 Training design and delivery** - aims to develop knowledge of training, and help review the training needs of a business. It helps to show how training can be a powerful motivational tool in improving staff performance and how this can increase business profitability. Candidates will explore how to design, prepare and deliver training.
- **Unit 6 Sales promotions** - aims to help candidates promote their products and services to customers. Candidates will be able to successfully apply the benefits of personal selling, motivating staff, and developing a cohesive team approach to their own business, all culminating in an increase in sales and profits.
- **UNIT 7 Business planning** - aims to give candidates essential knowledge and a working template on which to develop a business plan for their own operation. Candidates will be able to construct and analyse business plans that will provide the basis for effective business decisions.
- **UNIT 8 Merchandising and selling** - aims to help candidates promote their products and services through selling and merchandising techniques. Using a range of recognised industry approaches, the unit will coach candidates through the development of an action plan to increase profit margins by manipulating the sales mix in order to influence customer choice.
- **UNIT 9 Introducing a new catering offer** - aims to help candidates introduce a catering offer into their business to capitalise on the growing market for food. This unit takes them through the planning process step-by-step: identifying the market; determining the appropriate offer, and establishing the business's unique selling point.
- **UNIT 10 Managing Capital Expenditure** - aims to help candidates develop ways of gathering and analysing financial information and to understand the tools and techniques needed to measure potential benefits and risks to the business before making an investment. Candidates will be able to manage suppliers, understand basic legal requirements, evaluate and market their new capital expenditure successfully, to ensure its profitability.
- **UNIT 11 Stock control** - aims to help candidates improve their understanding of effective stock control procedures, carrying out stocktaking, and using the analysis of stock results to measure the success of the procedures. Candidates completing this unit will be able to analyse and correctly interpret a range of manual and EPOS generated business information that can then help to identify problems as they occur.
- **UNIT 12 Improving your catering operation** - aims to help candidates undertake a detailed look at their existing catering operation, including kitchen design; equipment selection and use; purchase specifications, and the review and management of suppliers. The unit focuses on maximising potential profit by developing food promotions, applying menu design and carrying out sales mix management techniques.
- **UNIT 13 Recruitment and employment practice** - aims to help candidates implement robust employment procedures to ensure staff are managed effectively within current legislation. This unit will help candidates develop policies and procedures that encourage the effective recruitment and selection of key staff, and to develop contracts and written policies that ensure fair treatment of employees.
- **UNIT 14 Accommodation control** - helps candidates to assess the market position of their current accommodation offer, with a view to increasing efficiency and profitability. The unit will help candidates apply the principles of HR planning, and analyse the administrative and financial requirements necessary to ensure profitable management of the accommodation operation.



## How is the training for the BIIAB PBP delivered?

All units can be studied at BIIAB approved centres, with the training often delivered in a single day, but supported with self-study. There is a one-hour examination for each unit.

For details of a BIIAB approved centre near you, visit [www.biiab.org/trainingcentres](http://www.biiab.org/trainingcentres) contact the BIIAB QA Department on 01276 684449, or email [qa@bii.org](mailto:qa@bii.org)

## What is BIIAB?

BIIAB is the dedicated awarding body for the licensed retail sector. It is regulated by the Office of Qualifications and Examinations Regulation (Ofqual) and accredited by the Scottish Qualifications Authority (SQA), and is the leading provider of qualifications and training for the licensed retail sector.

BIIAB specialises in developing and awarding qualifications to support the licensed retail sector at all levels. BIIAB's career path for licensed retail ensures that training and qualifications are relevant for all roles in the industry, from bar and retail staff through to advanced business managers.

The BIIAB portfolio includes qualifications for:

- staff development
- licensing
- schools
- new licensed retail managers
- management development

For more information about any of the BIIAB qualifications, please contact the QA Department on 01276 684449, visit [www.biiab.org/qualifications](http://www.biiab.org/qualifications) or email [qa@bii.org](mailto:qa@bii.org)

For more information about BII membership, please contact Membership Services on 01276 684449, visit [www.bii.org/membership](http://www.bii.org/membership) or email [membership@bii.org](mailto:membership@bii.org)

“Every aspect of my business has improved after taking BII's Profitable Business Portfolio.”

Dave Harding FBI, The Dyrels, Corbridge, Northumberland

## Who is the BIIAB PBP for?

The BIIAB PBP has one simple aim: to improve business skills and give practical knowledge to help profitability, productivity and careers.

The programme is aimed at experienced licensed retailers who own or manage businesses, such as:

- pubs
- bars
- hotels
- restaurants
- night-clubs

or any other venue or site  
where alcohol is sold.



## Why should you choose the BIIAB PBP?

- The BIIAB PBP is flexible and can be studied in part units, single units or full qualification formats.
- Candidates may take as many or as few of the units as they choose, however, once a candidate has achieved the BIIAB ALH, each additional unit that is passed counts towards the BIIAB CLH.
- BIIAB is the **market leader** in its field with over 26 years of experience developing qualifications for the licensed retail sector.
- Over **1 million BIIAB qualifications** taken so far.
- BIIAB currently approves over **600 centres across 6,000 locations** in the UK, to deliver training and BIIAB examinations.
- BIIAB is the **wholly-owned awarding body** of BII, the professional body for the licensed retail sector, which has the fastest-growing professional membership of 14,000.
- Candidates who achieve either the BIIAB ALH or BIIAB CLH may apply to join BII, the professional body for the licensed retail sector (see details at the end of the leaflet).
- Both the ALH and the CLH are accredited on the Qualification and Credit Framework at Level 3. The accreditation number for the ALH is 500/8012/X and for the CLH is 500/9524/9.

## How to receive FREE BII membership

Candidates who achieve the BIIAB ALH or the BIIAB CLH are entitled to apply for FREE associate membership for one year.



### Why should I join?

You will be joining 1000s of professionals and students who already benefit from:

- professional status
- business, personal and career support
- an unbeatable range of member benefits.

\*Subject to BII membership eligibility rules; Associate membership is only open to those who have passed the BIIAB Level 2 National Certificate for Personal Licence Holders or BIIAB Level 2 Award for Personal Licence Holders.

### What is BII?

#### **BII is:**

- the professional body for the licensed retail sector
- the fastest-growing membership organisation within the sector, with nearly 14,000 permanent individual members
- the leading provider of qualifications for the sector through its wholly-owned awarding body, BIIAB.



For more information about BIIAB's portfolio of qualifications and the centres which offer them, contact the QA Department on 01276 684449, [qa@bii.org](mailto:qa@bii.org) or visit [www.biiab.org](http://www.biiab.org)

BIIAB, Wessex House, 80 Park Street, Camberley, Surrey, GU15 3PT Tel: 01276 684449

### How do I apply?

Once you have successfully achieved the BIIAB ALH or BIIAB CLH, contact the Membership Services team on 01276 684449, to apply for your free BII Membership.

For more information about membership of BII, please contact Membership Services on 01276 684449, email [membership@bii.org](mailto:membership@bii.org) or visit [www.biiab.org/membership](http://www.biiab.org/membership)

For more information about any of the BIIAB qualifications, please contact the BIIAB QA Department on 01276 684449, email [qa@bii.org](mailto:qa@bii.org) or visit [www.biiab.org/qualifications](http://www.biiab.org/qualifications)