

1. Title	Formulate operational management plan for the organization	
2. Code	BEZZOM505A	
3. Range	Analyze and review the operational situation and goals of the organization in the beauty industry and formulate an effective comprehensive operational management plan.	
4. Level	5	
5. Credit	6 (for reference only)	
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the beauty market and the routine operation of the organization</p> <ul style="list-style-type: none"> ◆ Understand the beauty market and the routine operation of the organization <ul style="list-style-type: none"> • Types of existing beauty services and their development trend • Business scope and goals of the organization • Positioning and size of the organization • Future development trend of the organization • Status of the organization's daily operation, including: <ul style="list-style-type: none"> ▸ Loss and changes of human resources ▸ The income and expenditure and the profit level ▸ Logistic arrangement ▸ Customer service and the quality of employees ▸ Quality control ▸ Risk management ▸ Operational mechanism ▸ Record system, including: customer information, income and expenditure items, and stock inventory ◆ Understand the weak points in operational management of the organization and the impact <p>6.2 Formulate operational management plan of the organization</p> <ul style="list-style-type: none"> ◆ Formulate a comprehensive operational management plan of the organization, including: <ul style="list-style-type: none"> • Setting its market position and service scope • Formulating direction of marketing and promotion • Establishing complete record system • Setting the pricing criteria and payment method for the services • Setting the cost control mechanism • Setting the benchmark for customer service • Effective allocation of resources • Monitoring technical level of service and staff performance 	

	<ul style="list-style-type: none"> • Establishing review and improvement mechanism with flexibility, including: investigating personnel and procedures not complying with regulations and the reasons, analyzing and reviewing investigation results, improving the existing operational management system, etc. ◆ Effectively master the intellectual management of the industry and make good use of information technology so as to enhance management efficiency and performance of the organization ◆ Master the techniques of crisis management and change management
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to analyze comprehensively the operational situation and goals of the organization, formulate an effective comprehensive operational management plan and conduct regular reviews systematically; (ii) Capable to effectively master the management of information technology so as to enhance the management efficiency and performance of the organization; and (iii) Capable to master the techniques of crisis management and change management in order to improve the operation of the organization.
8. Remarks	