

**Specification of Competency Standards**  
**for the Catering Industry**  
**Unit of Competency**

Functional Area - Professional Management Skills

Title	Develop corporate strategies for the catering industry
Code	108330L6
Range	This unit of competency is applicable to the management in restaurants and establishments. While working in restaurants or relevant workplaces, practitioners should be able to apply corporate strategy analysis skills and extend them to strategic selection of business units, implementing effective corporate strategies and developing monitoring systems.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of corporate strategies:</p> <ul style="list-style-type: none"> <li>• Understand the concepts of corporate strategies, including: <ul style="list-style-type: none"> <li>○ Know about the contents of corporate strategic management</li> <li>○ Know well about the corporate mission, vision, goals, etc.</li> <li>○ Know about the different development modes of strategic management, etc.</li> </ul> </li> <li>• Master strategy analysis skills, including: <ul style="list-style-type: none"> <li>○ Corporate governance</li> <li>○ Effects of ethics, culture, stakeholders, etc.</li> </ul> </li> <li>• Master strategic selection of business units, including: <ul style="list-style-type: none"> <li>○ Relative competitive edges of strategic business units</li> <li>○ Pros and cons of different strategies, etc.</li> </ul> </li> <li>• Master the implementation of strategies, such as: <ul style="list-style-type: none"> <li>○ Relationships between different corporate structures and implementation of strategies</li> <li>○ Know how to allocate resources during strategy implementation</li> </ul> </li> <li>• Master skills for strategic monitoring</li> <li>• Possess excellent governance skills and interpersonal communication skills</li> </ul> <p>2. Develop corporate strategies for the catering industry:</p> <ul style="list-style-type: none"> <li>• Develop corporate strategies for the catering industry for the organisation, including developing effective corporate strategies and monitoring systems by applying corporate strategy analysis skills</li> <li>• Apply strategy analysis skills deftly while at work: <ul style="list-style-type: none"> <li>○ Analyse the effects of external environments on the enterprise, such as politics, economy, social culture, technology, etc.</li> <li>○ Apply corporate competitive strategy theories, such as Porter's competitive advantage theory</li> <li>○ Analyse corporate resources, major competitive strengths, corporate positioning, etc.</li> <li>○ Use various analysis tools to identify corporate strengths and weaknesses, and opportunities and challenges</li> </ul> </li> <li>• Apply corporate strategies to evaluate strategies and choose the right ones for the use of business units</li> <li>• During strategy implementation, manage all matters related to strategic changes</li> <li>• Exert skills for strategic monitoring, such as: <ul style="list-style-type: none"> <li>○ Compare corporate performance with prescribed standards</li> <li>○ Know how to monitor the development of strategies by various means</li> </ul> </li> <li>• Frequently review and revise the corporate strategies for the catering industry developed</li> </ul>

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	<p>3. Exhibit professionalism</p> <ul style="list-style-type: none"><li>• Insist on working in the interests of the organisation and all stakeholders when developing corporate strategies for the catering industry</li></ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"><li>• Apply corporate strategy analysis skills and extend them to strategic selection of business units</li><li>• Develop effective corporate strategies</li><li>• Develop monitoring systems</li></ul>
Remark	