

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Professional Management Skills

Title	Devise overall corporate strategies for the catering industry
Code	108334L7
Range	This unit of competency is applicable to veteran administrators engaged in management in restaurants and establishments. While working in restaurants or relevant workplaces, practitioners should be able to formulate operation strategies for local and cross-regional enterprises, lead enterprises to implement strategic reforms, and devise overall corporate strategies for future development.
Level	7
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of overall corporate strategies:</p> <ul style="list-style-type: none"> • Understand the overall corporate strategies and guidelines for the catering industry of the organisation • Understand the overall development of the catering industry, including opportunities, restrictions, etc. • Understand the key points in devising corporate strategies, including: <ul style="list-style-type: none"> ○ Familiarise with corporate strategic management ○ Determine the corporate mission and vision ○ Develop management strategies by various models, etc. • Master the skills for cross-regional corporate strategic analysis • Possess good analysis and judgment skills • Understand the social environment and requirements related to the operations of the catering industry, such as: <ul style="list-style-type: none"> ○ Green diet culture ○ Information technology applications ○ Corporate social responsibility <p>2. Devise overall corporate strategies for the catering industry:</p> <ul style="list-style-type: none"> • Devise corporate strategies for future development of the organisation to lead or coordinate with the industry development • Apply various strategic management skills in cross-regional corporate operations, such as: <ul style="list-style-type: none"> ○ Select the most effective strategy to catch up with the operations and development of cross-regional enterprises ○ Allocate resources to different business units appropriately to maximise operation effectiveness ○ Support the implementation of cross-regional corporate strategies by sound logistics management ○ Restructure and allocate resources effectively • Apply strategic monitoring skills in cross-regional enterprises, for instance: <ul style="list-style-type: none"> ○ Establish competitive strengths by capitalisation on information technology ○ Monitor corporate operations by using various tools • Lead enterprises to implement strategic reforms, including: <ul style="list-style-type: none"> ○ Manage the process of strategic reforms ○ Act as or select the appropriate reform promoter ○ Coordinate the relevant groups or individuals with leadership skills ○ Lead enterprises to raise the overall productivity and establish competitive strengths, etc.

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Professional Management Skills

	<ul style="list-style-type: none"> • Devise strategies related to the future development of the organisation, such as: <ul style="list-style-type: none"> ○ Encourage and manage creative thinking ○ Apply creativity in the development of new products and services ○ Develop or introduce new foreign products and services to raise productivity and qualities ○ Determine the corporate development direction based on future market and product trends • Frequently review and revise the overall corporate strategies for the catering industry devised <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • When devising the overall corporate strategies for the catering industry, insist on treating all stakeholders in an impartial and fair manner
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate operation strategies for local and cross-regional enterprises • Lead enterprises to implement strategic reforms and devise overall corporate strategies for future development
Remark	