

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Sales and Service Skills

Title	Build up personal appearance and image of practitioners in the catering industry
Code	108504L2
Range	This unit of competency is applicable to practitioners that involved in customer services. Practitioners should pay attention to their personal hygiene, appearance and the style of speech, master the Chinese and Western table manners and build up personal outlook and image that are in line with industry standards according to the requirements of the organizations.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Understand the importance of personal appearance of practitioners in the Chinese restaurants:</p> <ul style="list-style-type: none"> • Understand the importance of personal appearance of practitioners including: <ul style="list-style-type: none"> ○ Understand the effect of personal hygiene on person appearance and image ○ Understand the essentials of appearance are originated from intrinsic behaviour and at the same time affect extrinsic behaviour • Understand the conversation skills required for practitioners in the Chinese restaurants <ul style="list-style-type: none"> ○ Know about the qualities required for practitioners in the catering industry ○ Know about the essentials of effective communications ○ Understand the effect of body languages on communications • Know about the Chinese and Western table manners <ul style="list-style-type: none"> ○ Understand politeness and manner are important ○ Know about the basic customs, such as those involved in meeting, hospitality, marriage, etc. ○ Know about the dining culture and table manners of Chinese, Western or other styles • Possess good interpersonal skills <p>2. Build up personal appearance and image of catering practitioners</p> <ul style="list-style-type: none"> • Apply relevant knowledge and manner to maintain the image of catering practitioner • Provide good customer service with appropriate at work • Able to assess factors of building up personal image, such as: <ul style="list-style-type: none"> ○ Understand the effect of personal manners on personal appearance ○ Identify the image that suit market needs ○ Build up good personal image ○ Assess the effect of personal image to customers and corporate image <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Always maintain nice personal image of catering practitioners
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Maintain the personal hygiene, appearance and style of speech required for catering practitioners • Master the Chinese and Western table manners and build up personal outlook and image that are in line with industry standards according to the requirements of the organizations.
Remark	