

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Sales and Service Skills

Title	Build up personal image of executives in the catering industry
Code	108509L4
Range	This unit of competency is applicable to staff in management level in catering industry. While working in catering establishments or relevant workplaces, practitioners should be able to build up personal appearance and image of executives, establish up good communication channels with customers and assist in public relation duties.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Understand the importance of personal appearance of practitioners in the catering industry:</p> <ul style="list-style-type: none"> • Understand the importance of personal outlook and appearance of executives in the catering industry <ul style="list-style-type: none"> ○ Understand how to develop cognitive theory model from personal behaviours ○ Know about the origin of international etiquette ○ Know about the classification of different etiquettes • Understand the communication skills required for executives in the catering industry <ul style="list-style-type: none"> ○ Understand the qualities required for practitioners in the catering industry ○ Know about the essentials of communications ○ Understand the effects of body languages on communications ○ Understand the effects of self-cultivation on personal outlook • Possess good interpersonal skills <p>2. Build up personal appearance and image of executives in catering industry</p> <ul style="list-style-type: none"> • Maintaining the image of executive with relevant knowledge and accomplishment at work • Master social etiquettes • Pay attention to the differences of etiquettes between man and woman • Build up good personal image to: <ul style="list-style-type: none"> ○ Establish effective communication channels with customers ○ Assist in the public relations work ○ Enhance the reputation and image of individuals and the catering industry <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Always maintain good personal image as an executive in catering industry
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Build up good personal appearance and image of executive • Master social etiquettes and build up good communication channels with customers.
Remark	