

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

Functional Area - Sales and Service Skills

Title	Implement marketing plans
Code	108510L4
Range	This unit of competency is applicable to staff in management level in catering industry. Practitioners should be able to implement marketing plans devised by the company and maintain a good working relationship with customers and other partners to achieve the objectives of marketing and/or promote the image of the restaurant.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of implementing marketing plans</p> <ul style="list-style-type: none"> <li>• Understand concepts of marketing <ul style="list-style-type: none"> <li>○ Know about the core ideas and functions of marketing</li> <li>○ Know about the values and satisfaction of customers</li> <li>○ Build up long-term relationships with customer to enhance customer retention rates</li> </ul> </li> <li>• Understand the effects of marketing concept on corporations <ul style="list-style-type: none"> <li>○ Clearly define important contents of marketing concepts, such as target market</li> <li>○ Master the differences and interrelation between customer-orientation and competition-orientation</li> </ul> </li> <li>• Understand the overall marketing environment and market development trends <ul style="list-style-type: none"> <li>○ Understand the competition structure and various competition strengths in the Chinese restaurants</li> <li>○ Understand the effects of political and legal factors on marketing</li> <li>○ Understand the effects of social culture on marketing</li> </ul> </li> <li>• Master purchasing behaviors of customers <ul style="list-style-type: none"> <li>○ Know about the consumer market, characters of purchasing behaviours and other influencing factors</li> <li>○ Know about organization market, characters of purchasing behaviors and other influencing factors</li> </ul> </li> <li>• Possess good interpersonal and leading skills</li> </ul> <p>2. Implementation of marketing plans</p> <ul style="list-style-type: none"> <li>• Establish relevant marketing plans for the organization with relevant knowledge at work.</li> <li>• Understand consider the following factors when designing market plans: <ul style="list-style-type: none"> <li>○ Economic factors</li> <li>○ Technological factors</li> <li>○ Demographical factors</li> <li>○ Market needs</li> </ul> </li> <li>• Implement marketing plans <ul style="list-style-type: none"> <li>○ Perform marketing duties in restaurant operation strategies</li> <li>○ Guiding the front-line staff</li> <li>○ Provide market information to management and implement relevant suggestions for improvement</li> </ul> </li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Always Implement the organization's marketing plan in a professional and responsible manner</li> </ul>

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"><li>• Devise and implement overall marketing plan according to the operation requirements of restaurants to promote the awareness of the restaurants in the target market and boost the sales of services and products; and</li><li>• Implement marketing plans devised by the company; maintain a good working relationship with customers and other partners to achieve objectives of marketing and/or promoting the image of the restaurant as well as to report market trends to management to help review and revise promotion plans.</li></ul>
Remark	