

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

Functional Area - Sales and Service Skills

Title	Master promotional skills for banquets
Code	108512L4
Range	This unit of competency is applicable to staff in management level and practitioners of the sales section in catering industry. Practitioners should be able to apply tele-communication effectively and facilitate the promotion of banquets by using facade design and leaflet promotion.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of promotional skills for banquets</p> <ul style="list-style-type: none"> <li>• Understand the capability of the restaurant to coordinate banquet services such as: <ul style="list-style-type: none"> <li>○ Quality of food</li> <li>○ Setting of the venue</li> <li>○ Manpower planning</li> <li>○ Ancillary facilities</li> </ul> </li> <li>• Understand the facade design of the restaurant including: <ul style="list-style-type: none"> <li>○ Theme</li> <li>○ Texture</li> <li>○ Image</li> <li>○ Attractiveness</li> </ul> </li> <li>• Understand the target customers of different kind of banquets</li> <li>• Master the leaflet design, including: <ul style="list-style-type: none"> <li>○ Understand the effects of promotional leaflets</li> <li>○ Launch promotion and marketing in line with advertising market and seasonal changes</li> <li>○ Understand costs, qualities, tools, and promotional support and targets</li> </ul> </li> <li>• Master the skills for tele-promotion, such as expressions, tone of voice, etc.</li> <li>• Master other effective promotional tools, such as internet, social media, etc.</li> </ul> <p>2. Master promotional skills for banquets</p> <ul style="list-style-type: none"> <li>• Apply knowledge and abilities during the work period to give play to the promotion skills of banquets based on actual circumstances. <ul style="list-style-type: none"> <li>○ Organize the design team to do this when needed:</li> <li>○ Basic facade design</li> <li>○ Leaflet design</li> <li>○ Other related designs, etc.</li> <li>○ Appropriate use of telephone promotion and communication, including: <ul style="list-style-type: none"> <li>○ Identify the list of telemarketing targets</li> <li>○ Collect market information, etc.</li> </ul> </li> </ul> </li> <li>• Cooperate with other effective and feasible promotion techniques to contribute to turnover, such as: <ul style="list-style-type: none"> <li>○ the Internet</li> <li>○ Mobile app, etc.</li> <li>○ Recruit a designing team</li> </ul> </li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Promote banquet in a professional, responsible manner</li> <li>• Observe the trade descriptions ordinance</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>• make effective use of various skills including tele-promotion, leaflet promotion and front door design to promote restaurants and banquets effectively</li></ul>
Remark	