

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Sales and Service Skills

Title	Formulate promotion strategies for catering establishments
Code	108513L4
Range	This unit of competency is applicable to practitioners of the sales section in catering establishments. While working in catering establishments or relevant workplaces, practitioners should be able to formulate effective promotion strategies for restaurants.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of formulating promotion strategies</p> <ul style="list-style-type: none"> • Understand the capability of providing catering services of the catering establishments such as: <ul style="list-style-type: none"> ○ Quality of food ○ Setting of the venue ○ Manpower planning ○ Ancillary facilities • Understand the importance of promotion such as: <ul style="list-style-type: none"> ○ Know about the definition of advertisement and its relationship with cost ○ Understand strengths and weaknesses of indoor and outdoor advertisements ○ Grasp the “existing” and “potential” needs of customers ○ Understand strategies used by competitors • Understand different promotion methods <ul style="list-style-type: none"> ○ Understand the types of promotion and their differences in function ○ Make use of various media for promotion ○ Use different methods to achieve effective promotion • Good communication skills <p>2. Formulate promotion strategies for catering establishment</p> <ul style="list-style-type: none"> • Apply relevant knowledge and skills to formulate promotion strategies for catering establishment • Make use of various media to achieve effective promotion • Select target market, formulate promotional plans for restaurants and implement control and assessment of the plans • Formulate feasible and effective promotional strategies including: <ul style="list-style-type: none"> ○ Suitable advertising media ○ Brand ambassador • Report the effectiveness and progress of the promotion strategies to supervisor and give suggestions for improvement <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Develop a restaurant promotion strategy in a professional and responsible manner and strive to fulfil the requirements of the organization and customers.
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Apply different promotion measures and formulate effective strategies for the catering establishments. • Enhance the reputation and economic efficiency of catering establishments,

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Remark	
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