

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Sales and Service Skills

Title	Design branding for catering establishments
Code	108515L4
Range	This unit of competency applies to all restaurant and catering practitioners involved with marketing. Branding is to embed an image into the customers' heads that instantly makes them think of your restaurant when they see and/or think of that image. That image needed to be designed and implemented to give and capture that dining experience to customers that can get returning customers.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge for design branding for catering establishment</p> <ul style="list-style-type: none"> • Possess good business and people management skills • Possess good communication and interpersonal skills that can work and communicate with people of all levels • Possess project managements skills • Possess good marketing and branding designing techniques • Possess basic knowledge of the establishment • Possess good knowledge of the establishment's (restaurant) branding objectives <p>2. Design branding for catering establishment:</p> <ul style="list-style-type: none"> • Grasp the establishment's marketing and branding objectives and establish the branding strategy with stakeholders • Endorse schedule and budget allocated for business • Formulate a plan for branding <ul style="list-style-type: none"> ○ Perform a SWOT of the establishment which affects the brand design. For example: <ul style="list-style-type: none"> ▪ Location ▪ Customers and their perception of the establishment ▪ Menu ▪ Staff ○ Formulate a brand positioning. For example: <ul style="list-style-type: none"> ▪ Culinary staff ▪ Food product (burger, roast goose, egg tart, etc.) ▪ Theme (Rain Forest, A Golden era, etc.) ○ Formulate a design that is unique and can convey the brand's positioning ○ Work with appropriate parties (internal or external) to create the sample design elements, such as: <ul style="list-style-type: none"> ▪ Logo ▪ Silverware & tableware ▪ Uniform ▪ Decorations ○ Evaluate and formulate different branding channels: including but not limited to the following: <ul style="list-style-type: none"> ▪ Website, social media, etc. ▪ Local newspaper, posters, etc. ▪ Vouchers distribution ▪ Regular events in the establishment ○ Propose promotion and marketing activities

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	<ul style="list-style-type: none"> • Present the implementation plan to managements and/or stakeholders, with schedules and samples of the designs to seek comments. Additionally, select the appropriated design for implementation as well as agreed on budget and schedule for the implementation • Implement the design elements in accordance with the agreed schedule and budget • Perform branding training to staff <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure the brand's reputation of the catering establishment is well protected
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate an implementation plan that can be can be ratified by managements or stakeholders • Create a design that can successfully be implemented in all elements of the establishment and visually project the brand to all customers or potentials customers • Implement the branding design successful on schedule, within budget and the brand had achieved the establishment's marketing objectives
Remark	