

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Sales and Service Skills

Title	Implement promotion campaigns
Code	108516L4
Range	This unit of competency applies to all restaurant and catering practitioners involved with marketing. Getting customers to come in and try your food is the first step in a successful restaurant promotion. There are thousands of possible ways to promoting a restaurant and drive revenues using mass media or simple old fashion in house promotion activities. This UoC concentrate on competence of implementing promotional campaigns which could involve many different activities.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge for implementing restaurant promotion campaigns</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 good coordination skills • Possess good knowledge of public relation concepts and techniques • Possess good knowledge of different restaurant marketing activities • Possess good knowledge of the establishment's (restaurant) marketing objectives <p>2. Implement restaurant promotion campaigns:</p> <ul style="list-style-type: none"> • Grasp the establishment's marketing plan and confirm element relating to promotion campaigns, including: <ul style="list-style-type: none"> ○ Campaign's goals ○ Budget ○ Manpower ○ Timeline • Review and analyses previous promotional campaigns, if any, to understand area of success and area needed improvement • Evaluate and identify potential promotional activities that are appropriate for the restaurant promotional campaign. For example: <ul style="list-style-type: none"> ○ Website, social media, O2O (online to Offline), etc. ○ Local newspaper, magazine, posters, etc. ○ Vouchers distribution, discount day, etc. ○ In-house activities, tasting event, cooking demonstration, etc. • Plan and organise promotion campaign, including but not limited to the following: <ul style="list-style-type: none"> ○ Set target and goals for promotional, which correspond to the overall marketing goals and objectives of the establishment ○ Negotiating arrangement with promotional agents, suppliers, etc. ○ Create promotional theme design ○ Formulate a PR (Public Relation) plan and procedure for different activities, such as: grand opening, ongoing hospitality, etc. ○ Develop promotional procedures for staff and schedule staff trainings ○ Develop evaluation procedures and identify tools to measure effectiveness of promotions. For example: how many customers responded to the in-house event, capture customer's comment on social media • Coordinate promotional activities and capture results of each activity to be used for overall promotion campaign reporting

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	<ul style="list-style-type: none"> • Document, evaluate/review, and report promotional campaigns in respect to the marketing goals and objectives of the establishment <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Look after the interest of the establishment and marketing campaigns achieve the desired objectives
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Fully grasp the establishment's marketing plan and its objectives and goals. Additional able to eliminate and clarify all area of uncertainties associated with promotion campaigns • Prepare a detail planed for the promotional campaign that can be implemented and conformed to the establishment's standards • Coordinate and monitor completion of all promotion activities in the campaign and produced reports that can illustrate the degree of success and how well it's aligned with the establishment marketing objectives
Remark	1. Please refer to ICT SCS - Digital Media Branch for additional digital marketing competences