

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

Functional Area - Sales and Service Skills

Title	Create sales and marketing plans for Conference or banquet (non-Chinese catering)
Code	108517L4
Range	This unit of competency applies to all restaurant and catering practitioners who are involved with marketing. Catering industry in Hong Kong is a very competitive market, restaurant continuously explore new business opportunities one of the areas is offering banquet or conference catering service for meetings and special occasions. This UoC is concerns competence on creating sales and marketing plan for conference/banquet services by non-Chinese food restaurant (establishment).
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge for creating sales and marketing plan for Conference/banquet</p> <ul style="list-style-type: none"> <li>• Possess good business and people management skills</li> <li>• Possess in-depth knowledge banquets and conferences sales and marketing</li> <li>• Possess good analytic skills and proficient with various techniques and methodologies, such as: SWOT, PRESTEL, etc.</li> <li>• Possess good project management skills and able to forecast the number of events</li> <li>• Possess good knowledge and skill in creating conference &amp; banqueting business plan and proposals</li> <li>• Possess good knowledge of the establishments marketing channels</li> </ul> <p>2. Create sales and marketing plan for Conference/banquet:</p> <ul style="list-style-type: none"> <li>• Full comprehend the establishment's marketing objectives and goals which the conference/banquet marketing plan must complement to it</li> <li>• Perform SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis to identify where the establishment banquet/conference food service fit in the market.</li> <li>• Perform competitive analysis against possible competitor by listing out various factors that are important to banquets/conference food service. Such as: <ul style="list-style-type: none"> <li>○ Price comparability</li> <li>○ Menu flexibility</li> <li>○ Service delivery</li> <li>○ Venue and facilities</li> <li>○ Etc.</li> </ul> </li> <li>• Work with internal marketing team to identify different marketing channels for banquet/conference food service, such as: <ul style="list-style-type: none"> <li>○ in-house advertising</li> <li>○ exterior banners, table tents, banquet brochures in the hostess station rack</li> <li>○ A banquet page on website</li> <li>○ Produce videos and post on video social media portals</li> </ul> </li> <li>• Identify external collaboration and marketing channels, such as: <ul style="list-style-type: none"> <li>○ Wedding planners</li> <li>○ Brochures and banners placed at information desk of office build</li> </ul> </li> <li>• Develop marketing implantation plan and calendar of marketing activities and cost analysis for management approval, if necessary</li> <li>• Communicate the plan to appropriate colleagues and stakeholders and assist implementation</li> </ul>

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	<p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Look after the interest of the establishment and ensure the reputation is well protected</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Perform a comprehensive SWOT analysis and capable of illustrating the market position of the establishment's banquet/conference food service which can be used in sales and marketing planning</li> <li>• Identify different internal and external marketing channels that can effectively market the establishment banquet/conference food services</li> <li>• Develop a comprehensive banquet/conference sales and marketing plan and can fulfill the establishment's overall marketing objectives and goals and can be implemented successfully</li> </ul>
Remark	<p>1. Although this UOC is for non-Chinese restaurant, it can also be applied to hotel or general F&amp;B banquet marketing</p>