

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Sales and Service Skills

Title	Analyze sales and promotion strategies
Code	108518L5
Range	This unit of competency is applicable to practitioners involved in management and promotion duties in catering establishments. While working in catering establishments or relevant workplaces, practitioners should be able to master the compositions of sales information system, analyze the information obtained from market survey and apply them flexibly in the development of new products or services, and devise sales target strategies.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of sales and promotion strategies</p> <ul style="list-style-type: none"> • Understand the role of sales information system in an enterprise • Master the compositions of sales information system <ul style="list-style-type: none"> ○ Master various kinds of information required by sales decision makers ○ Master the operation methods and procedures of sales information system • Master the development of new products or services including: <ul style="list-style-type: none"> ○ Understand the definitions of new products ○ Understand the determining factors for their success ○ Understand various procedures in product development ○ Understand the different stages, characteristics, profit contributions, sales targets ○ Understand the strategy application in product lifecycle • Master the skills of target marketing including: <ul style="list-style-type: none"> ○ Procedures in target marketing ○ Various criteria of consumer market segmentation ○ Various standards of organization market segmentation ○ Selection skills of target market and the application of strategies ○ Market positioning strategies of products or services and different positioning methods ○ Master the methods and skills for value positioning and repositioning • Possess the skills of market survey <ul style="list-style-type: none"> ○ Understand the relationship between sales decision making and market survey ○ Master the processes in market survey ○ Master the collection methods and applications of different raw data <p>2. Analyse sales and promotion strategies</p> <ul style="list-style-type: none"> • Apply relevant knowledge and skills to analyze sales and promotion strategies • Apply various types of information to assist decision making in marketing research • Analyze and devise sales and promotion strategies, such as: <ul style="list-style-type: none"> ○ Apply the compositions of sales information system ○ Analyze the market and conduct survey ○ Devise effective marketing strategies • Apply different sales methods to different sales targets, such as <ul style="list-style-type: none"> ○ Mass marketing ○ Target marketing • Master the latest market trend and competitors' marketing promotion strategies, and make appropriate adjustments • Report the effectiveness and progress of the promotion strategies to supervisor

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	<p>3. Exhibit professionalism</p> <ul style="list-style-type: none">• Analyse sales and promotion strategies in professional and responsible• Observe trade description ordinance
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none">• Master the compositions of sales information system, analyse the information obtained from market survey; and• Apply the above information in the development of new products or services flexibly and devise sales target strategies.
Remark	