

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

Functional Area - Sales and Service Skills

Title	Develop marketing plan
Code	108519L5
Range	This unit of competency applies to all restaurant and catering practitioners who are involved with formulating marketing plans and activities. An effective marketing plan is vital for a profitable, thriving restaurant business. The marketing plan should focus on reaching out to new customers, using traditional marketing and digital marketing techniques, to expand clientele, keep loyal customers coming back and differentiating from the competition. This UoC is concerns competence for develop marketing plan at a restaurant establishment
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge for developing marketing plan</p> <ul style="list-style-type: none"> <li>• Possess good business and people management skills</li> <li>• Possess in-depth knowledge of different marketing strategies/techniques for small catering establishment. Including: <ul style="list-style-type: none"> <li>○ Niche marketing</li> <li>○ Social media marketing</li> <li>○ Postcard marketing</li> <li>○ Direct marketing</li> <li>○ Guerrilla Marketing</li> </ul> </li> <li>• Possess good analytic skills and proficient with various techniques and methodologies, such as: SWOT, PRESTEL, etc.</li> <li>• Possess good knowledge of the establishment's branding/marketing objectives and goals</li> </ul> <p>2. Develop marketing plan:</p> <ul style="list-style-type: none"> <li>• Start a brainstorm session with stakeholders (owners, managers, head chef, one or 2 loyal customers, etc.) to discuss openly the direction. Topic discussed may include: <ul style="list-style-type: none"> <li>○ What is the theme /image of the restaurant to present to customers?</li> <li>○ Who, where and what are the target customers?</li> <li>○ What areas (the restaurant establishment, marketing, menu, etc.) can improve?</li> </ul> </li> <li>• Identify marketing requirements. This will have required understanding of objectives /goals and if they have not been set then it need be defined and established by the management and stakeholders</li> <li>• Perform SWOT (Strengths, Weaknesses, Opportunities and Threats) of the restaurant and products as well as perform 4 P's (Price, Product, Promotion, and Place) analysis to capture and promote the brand or product's unique selling points, those that differentiate it from its competitors</li> <li>• Determine and acquire various details needed for market planning, such as: <ul style="list-style-type: none"> <li>○ Marketing product/brands to be marketed</li> <li>○ Budget and resources</li> <li>○ Target region/area/location</li> </ul> </li> <li>• Determine the marketing approach or technique to use that can reach the target audiences, such as: <ul style="list-style-type: none"> <li>○ Traditional printed media</li> <li>○ Digital media and online marketing (website, SEO, email, social media)</li> <li>○ O2O (Online to Offline)</li> <li>○ On premise promotional activities (table selling, special events, etc.)</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li>• Prepare detailed plans for promotional activities including: <ul style="list-style-type: none"> <li>○ Promotional materials</li> <li>○ Incentive schemes or memorable packages</li> <li>○ Responsibilities and timelines</li> <li>○ Capturing and monitoring of results</li> </ul> </li> <li>• Communicate the plan to appropriate colleagues and stakeholders and assist implementation</li> </ul> <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>• Identify marketing requirements/objectives and formulated the marketing plan that can be implemented to achieve those requirements/objectives based on available budget and resources</li> <li>• Perform accurate situation analysis of the restaurant and used the information to formulate an effective marketing plan</li> <li>• Identify the most suitable marketing technique to used that can reach the restaurants target customers</li> </ul>
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