

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Sales and Service Skills

Title	Formulate market promotion and comprehensive marketing mix strategies
Code	108521L6
Range	This unit of competency is applicable to staff at management level and practitioners involved in promotion in catering establishments. While working in catering establishments or relevant workplaces, practitioners should be able to formulate effective market promotion strategies and comprehensive marketing mix to facilitate the future promotion and development of the organization.
Level	6
Credit	8
Competency	<p>Performance Requirements</p> <p>1. Knowledge of formulating comprehensive marketing strategies</p> <ul style="list-style-type: none"> • Master the role of marketing in strategic planning • Master the vision, mission, goals and core strengths of the organization • Master the procedures involved in strategic marketing, such as planning, implementation and control etc. • Master and apply different competition strategies, including: <ul style="list-style-type: none"> ○ Core strengths ○ Marketing alliances ○ Build up effective strategic alliances • Master product planning and service quality, including: <ul style="list-style-type: none"> ○ Understand product definitions, product mix features, classification and characteristics of consumable and industrial products ○ Master the skills for decision making, extension, replenishment and deletion of product lines ○ Master the skills for decision-making, implication and value and grant of brand name, as well as the relationship between brand name extension and product line extension, brand naming etc. ○ Master the skills for packaging and labeling ○ Master service features, service quality management and their determining factors • Master pricing <ul style="list-style-type: none"> ○ Master the meaning of price, determine factors of pricing, pricing procedures and etc. ○ Master various pricing methods ○ Master various pricing methods for innovative products ○ Master various pricing methods for product portfolio ○ Master different price adjustment arrangements and the background factors they adopt • Master sales channels <ul style="list-style-type: none"> ○ Understand the functions and advantages of intermediaries ○ Master the marketing channels for different products and their characteristics ○ Master the features of e-business marketing channels, the differences between these channels and the traditional ones and their interaction, the restructuring of existing marketing channels etc. ○ Master various factors affecting marketing channels, selection process of marketing channels, coverage of sales channels etc. ○ Master different integration methods for marketing channels • Master retail and wholesale activities

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	<ul style="list-style-type: none"> ○ Master the operations and advantages of different forms of retailing ○ Master the types and functions of different wholesalers ○ Master all segments of logistics management and apply them in marketing activities ● Master the use of comprehensive marketing communications <ul style="list-style-type: none"> ○ Know about the functions of different communication tools in the promotion mix ○ Master the process and procedures involved in marketing and promotion, such as designing communication messages, assessing communication effectiveness etc. ○ Know about the classifications of advertisements and the steps for reaching major advertising decisions ○ Know about different kinds of promotions and all major promotion decisions ○ Apply various kinds of public relations tools ● Master the types and tasks of salesmen, team structure, personnel management, sales process etc. <p>2. Formulate promotion strategies</p> <ul style="list-style-type: none"> ● Apply relevant knowledge and skills to analyze market needs and opportunities to formulate promotion strategies ● Determine marketing goals, develop marketing strategies (e.g. positioning) and draft marketing mix proposals ● Formulate effective market promotion strategies and comprehensive marketing mix for the future development of the organization ● Use internet and other computer systems to assist in pricing ● Handle various kinds of collaboration and conflicts among marketing channels and their effects on the organization ● Increase turnover and profits by various means, including <ul style="list-style-type: none"> ○ chain stores ○ franchises ○ non-store retailing ○ Master the methods, advantages and channels of various kinds of direct marketing ● Handle the social responsibilities, for example: <ul style="list-style-type: none"> ○ Respond to the criticisms against marketing from the society, such as accelerating the deterioration of ecological environment, leading to unequal competition and etc. ○ Take up the responsibilities of marketing to all stakeholders ● Master the latest market trend and competitors' marketing promotion strategies, and make appropriate adjustments ● Report the effectiveness of promotion strategies to supervisors regularly <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> ● Formulate market promotion and comprehensive marketing mix strategies in professional and responsible manner,
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ● Able to thoroughly analyse market promotion environment and competitors; and ● able to effectively formulate market promotion and comprehensive marketing mix strategy management proposals
Remark	