

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

Functional Area - Sales and Service Skills

Title	Develop O2O cross border marketing strategy
Code	108523L6
Range	This unit of competency applies to all restaurant and catering practitioners who are involved with marketing. In the era of mobile commerce, a new mode of business has been generated which is the concept of O2O (Online to Offline). This model has proven successful in the Mainland. Restaurants who target Mainland traveling customers can use online marketing in the Mainland and to allow them to enjoy food services at the establishment (restaurant) in Hong Kong. This UoC concentrate on competence of formulating O2O marketing strategies at business level
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge for developing O2O cross boarder marketing strategy</p> <ul style="list-style-type: none"> <li>• Possess in-depth knowledge of the business strategies of the establishment</li> <li>• Possess in-depth knowledge of the establishments business strategies</li> <li>• Possess in-depth O2O methodologies and marketing techniques</li> <li>• Possess good knowledge of Mainland's O2O marketing channels</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</li> <li>• Possess good digital marketing skills</li> </ul> <p>2. Develop O2O cross border marketing strategy:</p> <ul style="list-style-type: none"> <li>• Full comprehend the establishment's business objectives and goals in relation to Mainland</li> <li>• Formulate goals and objectives for cross boarder O2O marketing that complements the establishment overall business goals and objectives, For example: <ul style="list-style-type: none"> <li>○ Attracting new customers</li> <li>○ Communicating customers, your contact base and your newsletter subscribers</li> <li>○ Maintain the loyalty of customer base and making sure they come back regularly</li> <li>○ Getting recommendations</li> </ul> </li> <li>• Perform SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis to identify competitiveness of O2O in the Mainland</li> <li>• Identify the most common O2O marketing techniques being applied the Mainland, such as; <ul style="list-style-type: none"> <li>○ Location base marketing via mobile apps</li> <li>○ Web site promotion</li> <li>○ SMS promotion</li> </ul> </li> <li>• Identity possible O2O marketing channels what can be applied in Hong Kong and reach customer/potential customers in the mainland, For examples: <ul style="list-style-type: none"> <li>○ WeChat, Weibo, Dianping and Meituan</li> <li>○ Social media, Microblog or blog portals</li> <li>○ Groupons, eGroupon</li> <li>○ Establishment's mobile app or web site</li> <li>○ Etc.</li> </ul> </li> <li>• Determine if the establishment has sufficient skills to perform the cross boarder O2O marketing campaigns or a Mainland agent services is required</li> </ul>

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	<ul style="list-style-type: none"> <li>• Formulate marketing plan and proposal with appropriate costings, schedules, milestones, and monitoring plan, that can achieve the goals and objectives of the cross boarder O2O marketing</li> <li>• Present the plan and strategy to senior management for approval</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>• Grasp the business goals of the establishment and transformed it to formulate the goals, targets and objectives of the cross boarder O2O marketing strategy</li> <li>• Identify the appropriate online marketing channels in the Mainland that can reach the target customers/potential customers and able to determine that the establishments have the skills to implement the cross-border marketing strategy</li> <li>• Formulate and present the cross boarder O2O strategy to senior managements show that the cross boarder O2O strategy can fulfilled the establishment's business goals and objectives and got their approval to proceed with the implementation</li> </ul>
Remark	<p>1. Although this UOC illustrates competence for cross boarder O2O marketing but it can be applied to O2O marketing in general catering context          &gt;2. Please refer to SCS ICT – Digital Media Technology branch for information of digital marketing competences</p>