

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Sales and Service Skills

Title	Develop brand strategies
Code	108524L7
Range	This unit of competency is applicable to veteran administrators, partners, founders and business operators in catering establishments. While working in catering establishments or relevant workplaces, practitioners should be able to devise and implement decisions, establish brand positioning and value, evaluate brand performance and extend brand releases.
Level	7
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of developing brand strategies</p> <ul style="list-style-type: none"> • Understand the importance of branding to the reputation of an organization • Understand brand management <ul style="list-style-type: none"> ○ Understand the relevant concepts of branding ○ Master the challenges and opportunities of brand management ○ Master the process of strategic brand management • Establish brand equity, positioning and value <ul style="list-style-type: none"> ○ Master the process and importance of brand building and understand the components of brand equity ○ Develop methods of brand positioning ○ Master the definitions of brand value and its establishment skills • Master the planning and implementation of brand marketing, including: <ul style="list-style-type: none"> ○ Master the criteria and strategies for selecting brand elements ○ Apply brand elements to establish brand equity <p>2. Develop brand strategies</p> <ul style="list-style-type: none"> • Apply relevant knowledge and skills to develop brand strategies • Evaluate brand performance <ul style="list-style-type: none"> ○ Establish brand management systems and brand value chains ○ Understand the quantitative and qualitative methods to measure customer perception of the brand ○ Master the methods to evaluate brand performance in the market • Master the skills for designing marketing plans and establishing brand equity • Consolidate marketing and promotion plans and establish brand equity • Establish brand equity by brand associations • Master the growth and continuity of brands, including: <ul style="list-style-type: none"> ○ Devise and implement brand strategies ○ Master the skills for brand extension and new product release ○ Manage brands in different stages, markets and regions ○ Master the taxation arrangements for different statutory operating formats • Evaluate the performance of branding strategies regularly, and give suggestions for improvement <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Handle brand strategy with a professional attitude
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Devise and implement brand decisions;

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	<ul style="list-style-type: none">• Establish brand positioning and value; and• Evaluate brand performance and extend brand releases
Remark	