

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Professional Skills for the Table Service Section

Title	Analyze the catering market and prepare menus
Code	109637L3
Range	This unit of competency is applicable to practitioners of the sales section and those engaged in management of the catering services in restaurants and establishments. While working in restaurants or relevant workplaces, practitioners should be able to prepare appropriate menus independently and put forward sales suggestions based on customer needs and market demand.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of analyzing the catering market and prepare menus:</p> <ul style="list-style-type: none"> • Understand the principles of matching dishes, including: <ul style="list-style-type: none"> ○ Know how to match up dishes for standard menus ○ Effects of matching dishes on sales and operation workflow ○ Effects of matching dishes on the image and dining atmosphere of restaurants, etc. • Identify customer needs and recommend dishes properly, including: <ul style="list-style-type: none"> ○ Know about the trends and changes of catering habits in the market and make relevant adaptation ○ Observe and determine customer expectations on the products of restaurants, etc. • Understand the effects of market “feasibility study” on the sales of the themed products of restaurants • Possess good social skills, market senses and vision • Know about the differences between countries in: <ul style="list-style-type: none"> ○ Cuisine cultures ○ Festivals and traditions ○ Dishes of different cuisines, etc. • Possess good skills to communicate with people from all walks of life <p>2. Analyze the catering market and prepare menus:</p> <ul style="list-style-type: none"> • Put forward sales suggestions depending on the practical situations of restaurants in daily work, including: <ul style="list-style-type: none"> ○ Products, inventory and time required for production ○ Manpower, material resources, environment and tool coordination ○ Obtain information from the feedbacks of customers and conduct surveys, analyses, etc. • Make full use of the following strengths and abilities to prepare menus for different cuisine cultures, including: <ul style="list-style-type: none"> ○ Familiarity with cuisine cultures and dishes of different cuisines of various countries ○ Familiarity with traditions, preferences and taboos of various countries ○ Skills of preparing menus, etc. • Communicate well with customers, promote suggested menus and increase their confidence in the restaurants <p>3. Exhibit professionalism</p>

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	<ul style="list-style-type: none">• Respect the characteristics of the food culture of different countries when analyzing the catering market and preparing menus, and not focusing only on profitability
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none">• Prepare menus independently for different cuisine cultures, traditional festivals, various etiquette and celebrations• Analyze customer feedbacks on the products of restaurants and put forward sales suggestions based on the practical situations
Remark	