

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Professional Skills for the Production Section

Title	Pricing of menu items
Code	109669L3
Range	This unit of competency is applicable to catering practitioners involved in customer service. While working in restaurants or relevant workplaces understand the knowledge of pricing of menu items and use the menu to promote restaurant and fulfil customers' expectation.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of designing menu for restaurant:</p> <ul style="list-style-type: none"> • Demonstrate the knowledge of the overall development and competition of the catering industry in Hong Kong <ul style="list-style-type: none"> ○ Market demand ○ Market price ○ Latest trend of cuisine • Know the business strategy and cost of the restaurant <ul style="list-style-type: none"> ○ Fixed cost ○ Target customers ○ Food prices and budget • Know the factors of designing menu for pricing items including: <ul style="list-style-type: none"> ○ Deliverability ○ Elasticity of demand ○ Perception of value of money ○ Ability of the production department ○ Food costs ○ Labor costs ○ Overhead costs ○ Seasonal produce of food ○ Combination of food ○ Mix of cooking techniques <p>2. Knowledge of menu pricing</p> <ul style="list-style-type: none"> • Possess good knowledge of menu pricing strategies, including: <ul style="list-style-type: none"> ○ Based on supply and demand of the market, such as: <ul style="list-style-type: none"> ▪ High / low pricing ○ Competitive Pricing and Price Matching Offers <ul style="list-style-type: none"> ▪ The price is determined and adjusted based on the price of similar product in the market ○ Cost-based Pricing <ul style="list-style-type: none"> ▪ The price is determined by adding a profit element (percentage) in addition to the cost of making the product ▪ Subjective and objective <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Always design the menu for pricing items in view of customers • Always monitor the performance of profit making of the menu strictly.
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to:

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	<ul style="list-style-type: none">• Pricing of menu items in accordance with the market of catering industry• Set reasonable price for menu items
Remark	