

**Specification of Competency Standards**  
**for the Elderly Care Service Industry**  
**Unit of Competency**

Functional Area - Management

Title	Develop New Service Development Strategies
Code	110856L6
Range	This Unit of Competency is applicable to practitioners who are responsible for strategy development in the elderly care service industry. The application requires the demonstration of systematic expertise and coherent theoretical knowledge in a wide range of specialized technical, professional or managerial working environments, and its execution requires critical analysis, decision-making, integration and expansion skills. Practitioners should be able to develop strategic plans according to the organization's purpose, mission, goals, policies and social responsibilities, in order to develop new services for the organization and meet the ever-changing needs for services in the society.
Level	6
Credit	2 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Relevant knowledge on new service development</p> <ul style="list-style-type: none"> <li>• Understand the organization's current policies on service development and management</li> <li>• Understand the organization's policies on service development, such as: <ul style="list-style-type: none"> <li>○ Service purpose, mission, goals and policies</li> <li>○ Social responsibility and role of the organization</li> <li>○ The organization's position in community care and support services, etc.</li> </ul> </li> <li>• Understand the knowledge required for new service development project strategies, such as: <ul style="list-style-type: none"> <li>○ Benefits of the new service development projects to the society and the organization</li> <li>○ Requirements, regulations and restrictions by regulatory agencies and related laws on the new service development projects</li> <li>○ The methods for the project recognition, etc.</li> </ul> </li> <li>• Understand the resources required to execute the new service development project, such as: <ul style="list-style-type: none"> <li>○ Human resources, such as: deployment, promotion, management and use of newly hired human resources, etc.</li> <li>○ Financial resources, such as: salary, materials, logistics, etc.</li> <li>○ Time resources, such as: development, testing, follow-up, execution, effectiveness assessments, etc.</li> </ul> </li> <li>• Understand the importance of utilizing analytical tools to develop new service projects</li> </ul> <p>2. Develop new service development strategies</p> <ul style="list-style-type: none"> <li>• Make good use of high-level expertise to accurately define the goals to be achieved by the organization's developed service project</li> <li>• Utilize strategic analysis tools to assess and analyze the current and future conditions of the organization, and the its benefits and limitations to the development of new service projects, such as SWOT analysis: <ul style="list-style-type: none"> <li>○ Strengths</li> <li>○ Weaknesses</li> <li>○ Opportunities</li> <li>○ Threats</li> </ul> </li> <li>• Based on the assessment and analysis above; accurately calculate the financial, human and other resources that the organization may utilize to develop new service projects</li> </ul>

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	<ul style="list-style-type: none"> <li>• Utilize strategic analysis tools to assess the factors that may affect service development, such as PESTEL analysis: <ul style="list-style-type: none"> <li>○ Political factors</li> <li>○ Economic factors</li> <li>○ Social factors</li> <li>○ Technological factors</li> <li>○ Environmental factors</li> <li>○ Legal factors</li> </ul> </li> <li>• Based on the assessment and analysis above, develop new service project strategies consistent with the organization's policies, service guidelines, operations, execution and management procedures, resource conditions, and can correspond to related influencing factors</li> <li>• Establish consultation and communication mechanism to ensure the correct development direction of the project, such as: <ul style="list-style-type: none"> <li>○ Focus groups or lectures: collect opinions from service users and stakeholders</li> <li>○ Seminars or retreat camps: consult staff, management and execution staff, etc.</li> </ul> </li> <li>• Develop effectiveness assessment tools and the time limits for assessing new service development projects</li> <li>• Conduct regular internal and external meetings to review the content of the service projects</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Ensure strict compliance with relevant laws and regulations during the execution of the new service development project</li> <li>• Effectively collect and analyze strategic information. In order to develop new service development projects</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this Unit of Competency are:</p> <ul style="list-style-type: none"> <li>• Able to develop strategic plans to develop new services for the organization according to the organization's purpose, mission, goals, policies and social responsibilities; and</li> <li>• Able to ensure the service project is executed as expected, and that it can assist the organization to meet the needs of the general public.</li> </ul>
Remark	