

Specification of Competency Standards
for the Property Management Industry
Unit of Competency

Functional Area - Property Management Services for Owners, Tenants & the Community

Title	Devise and develop plans on shopping centre, cultural, recreational and community activities and value-added services
Code	110498L5
Range	Works of shopping centre, and cultural, recreational and community activities, applicable to formulation of overall shopping centre, cultural, recreational facilities, community activities and value-added services, as well as the implementation of various activities
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Analyse pros and cons and market trends</p> <ul style="list-style-type: none"> • Analyse the effectiveness, pros and cons of various shopping centre activities, cultural and recreational activities and community activities • Proficient in the needs and expectations of owners/customers and market trends <p>2. Plan as a whole the outline of overall activities</p> <ul style="list-style-type: none"> • Be able to formulate the outline of customer services and activities for shopping centre, cultural and recreational activities, community and clubhouse activities, prepare the scope of activities, annual plans and financial budgets in overall • Be able to elaborately plan and coordinate each shopping centre, cultural and recreational, community, festival and theme activity, decoration, promotion and publicity to increase customer flow or sense of belonging <p>3. Formulate rules and policy of activities</p> <ul style="list-style-type: none"> • Be able to formulate rules, fees, procedures and overall policies for shopping centre, cultural, recreational and community activities, customer or value-added services, etc. • Be proficient in market trends and property positioning, so as to establish the target of publicity and formulate an overall marketing plan • Be able to plan shopping center activities flexibly in response to market changes • Be able to analyse and review statistical data of activities, evaluate the effectiveness of activities, and make adjustments, additions or deletions to activities or services <p>4. Innovate activities and services</p> <ul style="list-style-type: none"> • Be able to use innovative ideas to plan the specific content of customer service such as value-added services, personalized services, and catering services • Be able to organize creative events based on market trends or technological developments
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Be able to analyse the effectiveness, pros and cons of various shopping centre activities, cultural, recreational and community activities, and be proficient in the needs and expectations of owners/customers and market trends; • Be able to elaborately plan and coordinate each activity in line with the needs of owners/customers and market trends, and be able to outline the customer services and activities of shopping centre, cultural and recreational activities, community and clubhouse activities, and prepare the scope of activities, annual plans and financial budgets in overall;

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	<ul style="list-style-type: none">• be proficient in market trends and property positioning, formulate an overall marketing plan, and make a cost-benefit analysis of each project to adjust the strategy; and;• Be able to gain insight into market trends and use innovative ideas to ensure that the content of the event matches the positioning of the shopping and the objectives of the cultural, recreational and community activities.
Remark	