

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

Functional Area - Facility Management relating to a Property

Title	Devise and develop the customer relations, activities and finance management
Code	110525L6
Range	Club house customer relationship, activities and financial management, applicable to devising and developing customer relationship management, overall planning of events and activities, resource allocation and financial management
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Integrate the development of customer relations and activities management</p> <ul style="list-style-type: none"> • Integrate the theories and models of customer relationship management and events or activities management • Critique and evaluate the various directions of continuous development of customer relationships <p>2. Develop customer relationships and activities management</p> <ul style="list-style-type: none"> • Be able to Integrate and expand customer relationship management, analyse and review effectiveness to develop optimal management models and procedures • Be able to develop club house activities, plan club house positioning and direction, and establish an interactive mode of club house activities, events and customer relationships <p>3. Plan and develop overall financial management</p> <ul style="list-style-type: none"> • Be able to plan in overall and review the resources required by the club house to develop customer relationships and events or activities, and to develop resources such as manpower, technology or venues, etc. • Be able to analyse and review the financial position of the clubhouse, to determine the financial strategy, to develop resources for promotion of club house services and activities and to develop sustainable customer relationships
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Be able to integrate the theories and models of customer relationship management and events or activities management, and critique and evaluate various directions of development; • Be able to integrate information and data, analyse and review the effectiveness of customer relationships management and activities, plan in overall the positioning and direction of the club house, and develop customer relationship and events or activities management models; and • Be able to analyse and review the financial situation of the club house, plan in overall, review and develop the resources necessary for the clubhouse and to develop customer relationships and activities, and devise the financial strategy.
Remark	