

**Specification of Competency Standards
for the Chinese Catering Industry
Unit of Competency**

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| 1. Title | Implement marketing plans |
| 2. Code | CCZZSM402A |
| 3. Level | 4 |
| 4. Credit | 6 |
| 5. Competency | <p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Know about the concepts of marketing</p> <ul style="list-style-type: none"> ◆ Know about the core ideas and functions of marketing ◆ Know about the values and satisfaction of customers ◆ Build up long-term relationships with customer in order to enhance customer retention rates <p>5.2 Know about the effects of marketing concept on corporations</p> <ul style="list-style-type: none"> ◆ Clearly define important contents of marketing concepts, such as target market ◆ Master the differences and interrelation between customer-orientation and competition-orientation <p>5.3 Understand the overall marketing environment and market development trends</p> <ul style="list-style-type: none"> ◆ Master various factors of the population environment ◆ Know about economic factors and trends of the market ◆ Master the effects of technology advancement on marketing ideas and operational models ◆ Understand the competition structure and various competition strengths in the Chinese catering industry ◆ Understand the effects of political and legal factors on marketing ◆ Understand the effects of social culture on marketing <p>5.4 Master purchasing behaviors of customers</p> <ul style="list-style-type: none"> ◆ Know about the consumer market, characters of purchasing behaviors and other influencing factors ◆ Know about organization market, characters of purchasing behaviors and other influencing factors <p>5.5 Implement marketing plans</p> <ul style="list-style-type: none"> ◆ Perform marketing duties in restaurant operation strategies, and guide front-line staff to cooperate. Provide market information to management and implement relevant suggestions for improvement |
| 6. Range | While working in Chinese restaurants or relevant workplaces, practitioners should be able to implement marketing plans devised by the company and maintain a good working relationship with customers and other partners in order to achieve the objectives of marketing and/or promote the image of the restaurant. |
| 7. Assessment Criteria | <p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) the abilities to devise and implement overall marketing plans according to the operation requirements of individual Chinese restaurants in order to promote the awareness of the restaurants in the target market and boost the sales of services and products of ; and</p> <p>(ii) the abilities to implement marketing plans devised by the company and maintain a good working relationship with customers and other partners in order to achieve objectives of marketing and/or promoting the image of the restaurant as well as to report market trends to management in order to help review and revise promotion plans.</p> |

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| 8. Remarks | This unit of competency is applicable to management staff in Chinese restaurants. |
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