

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

1. Title	Master promotion skills for Chinese banquets
2. Code	CCZZSM404A
3. Level	4
4. Credit	3
5. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <div> <div>5.1 Perform basic front door design</div> <div> <ul style="list-style-type: none"> <li>◆ Understand the theme, level, image and attraction of the design</li> <li>◆ Know about the sales target of various banquets</li> <li>◆ Organize the design team</li> </ul> </div> </div> <div> <div>5.4 Design promotional leaflets</div> <div> <ul style="list-style-type: none"> <li>◆ Know about the effects of promotional leaflets</li> <li>◆ Launch promotion and marketing in line with advertising market and seasonal changes</li> <li>◆ Understand costs, qualities, tools, and promotional support and targets</li> </ul> </div> </div> <div> <div>5.5 Promote and communication by telephone</div> <div> <ul style="list-style-type: none"> <li>◆ Master the skills for tele-promotion, such as expressions, tone and etc</li> <li>◆ Use telephone as an effective communication tool</li> <li>◆ Determine tele-promotion target list and master various skills such as collecting market data</li> </ul> </div> </div> <div> <div>5.4 Apply promotional skills for Chinese-style restaurants and banquets</div> <div> <ul style="list-style-type: none"> <li>◆ Apply leaflet promotion, front door design and tele-promotion skills to promote various kinds of banquets and increase restaurant turnover</li> </ul> </div> </div>