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	Performance Requirements 5.1 Perform basic front ◆ Understand the theme, level, image and attraction of the
	design design ★ Know about the sales target of various banquets ◆ Organize the design team
	 5.4 Design promotional leaflets ♦ Know about the effects of promotional leaflets ♦ Launch promotion and marketing in line with advertising market and seasonal changes ♦ Understand costs, qualities, tools, and promotional support and targets
	 5.5 Promote and communication by telephone ★ Master the skills for tele-promotion, such as expressions, tone and etc ★ Use telephone as an effective communication tool ★ Determine tele-promotion target list and master various skills such as collecting market data
	5.4 Apply promotional skills for Chinese-style restaurants and banquets • Apply leaflet promotion, front door design and tele-promotion skills to promote various kinds of banquets and increase restaurant turnover
6. Range	While working in Chinese restaurants or relevant workplaces, practitioners should be able to apply tele-communication effectively and facilitate the promotion of Chinese banquets by using front door design and leaflet promotion.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) the abilities to make effective use of various skills including tele-promotion, leaflet promotion and front door design to promote Chinese restaurants and banquets effectively in order to increase restaurant turnover.
8. Remarks	This unit of competency is applicable to practitioners of the sales section and those engaged in management in Chinese restaurants.