

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

1. Title	Formulate promotion strategies for restaurants
2. Code	CCZZSM405A
3. Level	4
4. Credit	3
5. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Understand the importance of promotion</p> <ul style="list-style-type: none"> <li>◆ Know about the definition of advertisement and its relationship with cost</li> <li>◆ Understand strengths and weaknesses of indoor and outdoor advertisements</li> <li>◆ Grasp the “existing” and “potential” needs of customers</li> <li>◆ Know about the competitors and devise contingency measures for quality and environmental changes</li> </ul> <p>5.2 Understand different promotion methods</p> <ul style="list-style-type: none"> <li>◆ Understand the types of promotion and their differences in function</li> <li>◆ Make use of various media for promotion</li> <li>◆ Use different methods to achieve effective promotion</li> <li>◆ Select market target, formulate promotional plans for restaurants and implement control and assessment of the plans</li> </ul> <p>5.3 Formulate promotion strategies for restaurants</p> <ul style="list-style-type: none"> <li>◆ Select suitable methods and media for promotion and formulate promotion strategies for restaurants</li> </ul>
6. Range	While working in restaurants or relevant workplaces, practitioners should be able to formulate effective promotion strategies for restaurants.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) the abilities to apply different promotion measures and formulate effective strategies for restaurants in order to enhance the image and economic efficiency of restaurants.
8. Remarks	This unit of competency is applicable to practitioners of the catering services section in Chinese restaurants.