

## Property Management – Specification of Competency Standards

### Unit of Competency

#### Functional Area : Property Management Services for Owners, Tenants and the Community (Shopping Centre, Cultural, Recreational and Community Activities)

1. Name	Master the skills in organizing and promoting shopping centre, cultural, recreational and community activities	
2. Code	PMZZOS405A	
3. Range	Preparatory works on activities of shopping centres, and cultural, recreational and community activities, mainly include preparation on site-operation	
4. Level	4	
5. Credit	3	
6. Competency	<u>Performance Requirement</u>	
	6.1 Master the skills in preparatory works of an event	<ul style="list-style-type: none"> <li>● Able to understand the contents of different types of shopping centre, cultural, recreational and community activities, the time frame, manpower needs, venue set up, promotions, etc. in order to assist in the preparation, organization and promotion of the events</li> <li>● Able to coordinate with contractors or relevant departments in the arrangement of shopping centre, cultural, recreational and community and festival activities, and assist in planning of decoration works</li> </ul>
	6.2 Understand market and customers' needs	<ul style="list-style-type: none"> <li>● Able to understand fully the needs of owners, tenants and customers on different types of activities, and accordingly arrange events or services that are cost effective, through which reinforces the communication and relations with owners, tenants and customers</li> <li>● Able to draft on items of value-added services, personalized services, food and beverages services and monitor its implementation</li> <li>● Able to promote events according to owners / tenants' needs</li> </ul>
	6.3 Make reference to data analysis	<ul style="list-style-type: none"> <li>● Able to compile data on customers' participation in different activities for reference, and provision of suggestions on activities</li> <li>● Able to provide data analysis and provide outlines on shopping centre, cultural, recreational, community and club house activities</li> </ul>
7. Assessment Guidelines	<p>The integral outcome requirements are:</p> <p>(i) Able to master the detail arrangements in preparation of activities, develop work process for various preparatory works, liaise with staff of different types of works to complete their part within the pre-set timeframe to suit the overall schedule and arrangement of the activities</p> <p>(ii) Able to analyze data, understand market and clients' needs so as to design activities plan and host activities that suits the various needs</p> <p>(iii) Able to reinforce communication and liaison with owners, tenants and clients through the activities</p>	
8. Remarks		