

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

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| 1. Title | Sell Chinese catering products |
| 2. Code | CCZZSM301A |
| 3. Level | 3 |
| 4. Credit | 3 |
| 5. Competency | <p style="text-align: right;"><u>Performance Requirements</u></p> <p>5.1 Know about the sales channels of the Chinese catering industry</p> <ul style="list-style-type: none"> ◆ Understand the background and demand and supply of the market and consumers, nature of products, competitors, pricing and etc ◆ Understand the importance of finding out external and internal marketing from relationship chains ◆ Know about advertising and promotion channels, including newspapers, televisions, radios, magazines and postal publications ◆ Understand the importance of value judgment of existing and potential customers and its effects on marketing and corporate image <p>5.2 Master promotion skills</p> <ul style="list-style-type: none"> ◆ Know about the products in restaurants ◆ Have a clear idea of target customers ◆ Identify market trends ◆ Develop and enhance the reputation of restaurants <p>5.3 Sell Chinese catering products</p> <ul style="list-style-type: none"> ◆ Sell products by applying selling skills |
| 6. Range | While working in Chinese restaurants or relevant workplaces, practitioners should be able to master selling skills of the Chinese catering industry independently and generate product sales. |
| 7. Assessment Criteria | The integrated outcome requirements of this unit of competency are: (i) the abilities to understand the sales channels in the Chinese catering industry; and (ii) the abilities to master promotion skills. |
| 8. Remarks | This unit of competency is applicable to practitioners of the catering services section and sales section and those engaged in reception duties in Chinese restaurants. |