

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

1. Title	Develop corporate strategies for the catering industry	
2. Code	CCZZMS601A	
3. Level	6	
4. Credit	6	
5. Competency	<u>Performance Requirements</u>	
	5.1 Understand the concepts of corporate strategies	<ul style="list-style-type: none"> <li>◆ Know about the contents of corporate strategic management</li> <li>◆ Know well about the corporate mission, vision, goals and etc</li> <li>◆ Know about the different development modes of strategic management</li> </ul>
	5.2 Master strategy analysis skills	<ul style="list-style-type: none"> <li>◆ Analyze the effects of external environments on enterprises, such as politics, economy, social culture, technology and etc</li> <li>◆ Apply corporate competition strategy theories, such as Potter's competition advantage theory</li> <li>◆ Analyze corporate resources and major competitive strengths, corporate positioning and etc</li> <li>◆ Use various analyzing tools to identify corporate strengths and weaknesses, opportunities and challenges</li> <li>◆ Master the effects of corporate governance, ethics, culture, stakeholders and etc</li> </ul>
	5.3 Master strategic selection of business units	<ul style="list-style-type: none"> <li>◆ Master relative competitive edges of strategic business units</li> <li>◆ Know about the pros and cons of different strategies</li> <li>◆ Evaluate strategies and choose the right ones for the use of business units</li> </ul>
	5.4 Master the implementation of strategies	<ul style="list-style-type: none"> <li>◆ Master the relationship between different corporate structures and implementation of strategies</li> <li>◆ Know how to allocate resources in strategy implementation</li> <li>◆ Manage all matters related to strategic changes</li> </ul>
	5.5 Master skills for strategic monitoring	<ul style="list-style-type: none"> <li>◆ Compare corporate performance with prescribed standards</li> <li>◆ Know how to monitor the development of strategies by various means</li> </ul>

	<p>5.6 Develop corporate strategies for the catering industry</p> <p>◆ Develop effective corporate strategies and monitoring systems by applying corporate strategy analysis skills</p>
6. Range	<p>While working in Chinese restaurants or relevant workplaces, practitioners should be able to apply corporate strategy analysis skills and extend them to strategic selection of business units, implement effective corporate strategies and develop monitoring systems.</p>
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>(i) the abilities to apply corporate strategy analysis skills extend them to strategic selection of business units;</li> <li>(ii) the abilities to develop effective corporate strategies; and</li> <li>(iii) the abilities to develop monitoring systems.</li> </ul>
8. Remarks	<p>This unit of competency is applicable to the management in Chinese restaurants.</p>