

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

1. Title	Devise overall corporate strategies for the catering industry	
2. Code	CCZZMS701A	
3. Level	7	
4. Credit	3	
5. Competency	<u>Performance Requirements</u>	
	5.1 Devise corporate strategies	<ul style="list-style-type: none"> <li>◆ Familiarize with corporate strategy management</li> <li>◆ Determine corporate mission and vision</li> <li>◆ Develop management strategies by various models</li> </ul>
	5.2 Apply various strategic management skills in cross-regional corporate operations	<ul style="list-style-type: none"> <li>◆ Master the skills for cross-regional corporate strategy analysis</li> <li>◆ Select the most effective strategy to catch up with the operations and development of cross-regional enterprises</li> <li>◆ Allocate resources to different business units appropriately to maximize effective operation</li> <li>◆ Support the implementation of cross-regional corporate strategies by sound logistics management</li> <li>◆ Restructure and allocate resources effectively</li> </ul>
	5.3 Apply strategic monitoring skills in cross-regional enterprises	<ul style="list-style-type: none"> <li>◆ Establish competitive strengths by capitalization on information technology</li> <li>◆ Monitor corporate operations by applying various tools</li> </ul>
	5.4 Lead enterprises to implement strategic reforms	<ul style="list-style-type: none"> <li>◆ Manage the process of strategic reforms</li> <li>◆ Act as or select the appropriate reform promoter</li> <li>◆ Coordinate with relevant groups or individuals by leadership skills</li> <li>◆ Lead enterprises to enhance overall productivity and establish competitive strengths</li> </ul>
	5.5 Devise future development strategies for the enterprise in order to lead or collaborate with industry development	<ul style="list-style-type: none"> <li>◆ Encourage and manage creative thinking</li> <li>◆ Apply creativity in the development of new products and services</li> <li>◆ Develop or introduce new foreign products and services to enhance productivity and qualities</li> <li>◆ Determine corporate development direction based on future market and product trends</li> </ul>
6. Range	While working in Chinese restaurants or relevant workplaces, practitioners should be able to formulate operation strategies for local and cross-regional enterprises, lead enterprises to implement strategic reforms and devise overall corporate strategies for future development.	

7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) the abilities to formulate operation strategies for local and cross-regional enterprises; and (ii) the abilities to lead enterprises to implement strategic reforms and devise overall corporate strategies for future development.
8. Remarks	This unit of competency is applicable to veteran administrators engaged in management in Chinese restaurants.