

<b>Domain</b>	<b>HOSPITALITY OPERATIONS</b>	<b>Unit ID: 546</b>
<b>Title:</b>	<b>Establish and conduct business relationships in a hospitality establishment</b>	
<b>Level: 5</b>		<b>Credits: 8</b>

### Purpose

This unit standard specifies the competencies required to establish and conduct business relationships with customers or suppliers within a hospitality context. It includes establishing and conducting business relationships, conducting negotiations, making formal business agreements, and fostering and maintaining business relationships. This unit standard is intended for those who work as managers in the hospitality and tourism industry.

### Special Notes

1. Entry information

Prerequisite:

- Unit 42 *Follow workplace health, safety and hygiene procedures in a hospitality establishment* or demonstrated equivalent knowledge and skills.
2. Assessment evidence may be collected from a real workplace, or simulated real workplace or an appropriate simulated realistic environment in which hospitality operations are carried out.
  3. All inspection, operation and maintenance procedures associated with the use of tools and equipment shall comply with establishment procedures and manufacturer's instructions.
  4. Negotiations and formal agreements refer to quite broad and significant commercial dealings and may include corporate accounts, service contracts, agency agreements, venue contracts, rate negotiations, marketing agreements, preferred product agreements.
  5. '*Specifications*' refers to any, or all of the following: manufacturer's specifications and recommendations, establishment specific requirements.
  6. Regulations and legislation relevant to this unit standard include the following:
    - Labour Act, 15 of 2004
    - Companies Act of 2004
    - Affirmative Action Employment Act, 29 of 1998
    - Transformation on Economic Social Empowerment Framework (draft Broad-based Black Economic Empowerment policy April 2008)
    - Occupational Health and Safety Regulations No.18, 1997 and all subsequent amendments to any of the above.

## **Quality Assurance Requirements**

This unit standard and others within this subfield may be awarded by institutions which meet the accreditation requirements set by the Namibia Qualifications Authority and the Namibia Training Authority and which comply with the national assessment and moderation requirements. Details of specific accreditation requirements and the national assessment arrangements are available from the Namibia Qualifications Authority and the Namibia Training Authority. All approved unit standards, qualifications and national assessment arrangements are available on the Namibia Training Authority website [www.nta.com.na](http://www.nta.com.na)

## **Elements and Performance Criteria**

### **Element 1: Establish and build on business relationships**

#### **Range**

Business relationships may be with customers or suppliers.

Opportunities to maintain regular contact with customers or suppliers may include but are not limited to informal social occasions, industry functions, association membership, co-operative promotions, program of regular telephone contact.

Problems with business relationships may include but are not limited to provision of service, product quality, late payment.

#### **Performance Criteria**

- 1.1 Business relationships are established in a manner that promotes goodwill and trust between the establishment, its customers and suppliers in line with establishment procedures.
- 1.2 Trust and respect are built in business relationships through use of effective communication skills and techniques in line with establishment procedures.
- 1.3 Opportunities to maintain regular contact with customers and suppliers are identified and actioned in line with establishment procedures.
- 1.4 Problems with business relationships are identified and analysed and strategies for rectifying problems are sought to ensure the maintenance of effective and ongoing business relationships.

### **Element 2: Conduct negotiations**

#### **Range**

Negotiation techniques may include but are not limited to identification of goals, limits, clarification of needs of all parties, identifying points of agreement and points of difference, preparatory research of facts, active listening and questioning, non-verbal communication techniques, appropriate language, bargaining, developing options, confirming agreements, appropriate cultural behavior.

### **Performance Criteria**

- 2.1 Relevant information is collected, analysed and organised to inform the negotiation.
- 2.2 Negotiation is conducted in an ethical and professional manner, including showing respect for the other party, in line with establishment requirements.
- 2.3 Effective negotiation techniques are used to persuade and reach agreement with the other party, in line with establishment requirements.
- 2.4 Possible solutions are discussed and their viability assessed in line with establishment requirements.
- 2.5 Effective techniques are used for dealing with conflict and breaking deadlocks, where required, in line with establishment requirements.
- 2.6 Final position is confirmed, ensuring agreement and understanding of the other party, in line with establishment requirements.
- 2.7 Benefits for all parties in the negotiation are maximised through use of established techniques and in the context of establishing long term relationships.
- 2.8 Feedback and input from colleagues are incorporated into the negotiation where appropriate.
- 2.9 The results of negotiations are communicated to appropriate colleagues and stakeholders within appropriate timeframes in line with establishment procedures.

### **Element 3: Make formal business agreements**

#### **Performance Criteria**

- 3.1 Agreements are confirmed in writing, using formal contracts where appropriate, in line with establishment procedures.
- 3.2 Appropriate approvals for all aspects of formal agreements are checked and gained in line with establishment procedures.
- 3.3 The need for specialist advice in the development of contracts is identified and sought in line with establishment procedures.

### **Element 4: Foster and maintain business relationships**

#### **Performance Criteria**

- 4.1 Information needed to maintain sound business relationships is pro-actively sought, reviewed and acted upon in line with establishment procedures.
- 4.2 Agreements are honored within the scope of individual responsibility and in line with establishment procedures.

- 4.3 Adjustments to agreements are made in consultation with the customer or supplier and information is shared with appropriate colleagues in line with establishment procedures.
- 4.4 Relationships are nurtured through regular contact and use of effective interpersonal and communication styles in line with establishment procedures.

### **Registration Data**

<b>Subfield:</b>	Hospitality and Tourism
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