

<b>Domain Title:</b>	<b>Unit ID: 547</b> <b>HOSPITALITY OPERATIONS</b> <b>Develop and manage sales and marketing strategies as part of hospitality operations</b>	<b>Credits: 10</b>
<b>Level: 5</b>		

### Purpose

This unit standard specifies the competencies required to develop and manage sales and marketing strategies in a hospitality establishment. It includes collecting and analysing information on the internal and external business environments, preparing marketing strategies or plans, implementing and monitor marketing activities, and conducting ongoing market evaluation. 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. *Safe working practices* include day to day observation of safety policies and procedures, legislative requirements and professional requirements.
  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
    - Income Tax Amendment Act, 10 of 2003
    - Sales Tax Act, 5 of 1992
    - Value-Added Tax Amendment Act, 12 of 2004
    - 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: Collect and analyse information on the internal business environment**

#### **Range**

Sources of performance information may include but are not limited to peers, Internet, official statistics, government agencies, industry associations, business advisory services, financial institutions, industry publications. Capabilities and resources may include but are not limited to human resources, financial resources, equipment capacity, staff skill levels, hours of operation, communication capabilities, location/position, E-business capacity.

#### **Performance Criteria**

- 1.1 Core activities, customer base, business values and current business direction are identified and confirmed in line with establishment requirements.
- 1.2 Public relations strategies and information on current and past marketing and its effectiveness are identified and analysed in line with establishment requirements.
- 1.3 Performance information from all areas of the business is reviewed to identify strengths, weaknesses and critical success factors in line with establishment procedures.
- 1.4 Current capabilities and resources, including the need for specialist assistance are identified and recorded in line with establishment requirements.
- 1.5 Any under-performing products and services are identified and analysed and reasons for under-performance are reported in line with establishment requirements.
- 1.6 Information is recorded and reported in line with establishment requirements.

## **Element 2: Collect and analyse information on the external business environment**

### **Range**

Comparative market information may include but is not limited to best practice information, benchmarking, competitor information.

Trends and developments may include but are not limited to economic, ecological/environmental, government activities, social and cultural, demographic, technology, industrial.

### **Performance Criteria**

- 2.1 Information on expected market growth or decline with associated risk factors is identified and analysed in line with establishment procedures.
- 2.2 Projected changes in the labour force, population and economic activity are recorded and analysed in line with establishment procedures.
- 2.3 Comparative market information is gathered and analysed in line with establishment procedures.
- 2.4 Industry and customer trends and developments, including emerging issues and technology, are identified and analysed in line with establishment procedures.
- 2.5 The legal, ethical and environmental constraints of the market and potential business impacts are identified and analysed in line with establishment procedures.
- 2.6 Information is recorded and reported in line with establishment requirements.

## **Element 3: Prepare marketing strategies or plans**

### **Range**

Legal and ethical requirements may include but are not limited to legislation, regulation, codes of practice, cultural expectations and influences, social responsibilities (e.g. protection of children, environmental issues).

### **Performance Criteria**

- 3.1 Opportunities are identified and analysed based on internal and external market analysis in line with establishment procedures.
- 3.2 Strategies that are consistent with the direction, values and business plans of the establishment are analysed in line with establishment procedures.
- 3.3 Marketing strategies are developed in consultation with key stakeholders in line with establishment procedures.
- 3.4 Marketing strategies are prepared to meet legal and ethical requirements in line with establishment procedures.

- 3.5 Timely opportunities are provided for colleagues to contribute to the marketing plan in line with establishment procedures.
- 3.6 Marketing plan is submitted for approval where appropriate in line with establishment policy.

**Element 4: Implement and monitor marketing activities**

**Performance Criteria**

- 4.1 All priorities, responsibilities, timelines and budgets involving all appropriate colleagues are clearly communicated in line with establishment procedures.
- 4.2 Actions detailed in the plan are implemented and monitored in a cost-effective manner and according to schedule and contingencies in line with establishment procedures.
- 4.3 Reports are produced in line with establishment policy.
- 4.4 Information on marketing activities is shared with operational staff to maintain awareness of current establishment focus.

**Element 5: Conduct ongoing market evaluation**

**Performance Criteria**

- 5.1 Marketing activities are evaluated using agreed methods and benchmarks in line with establishment procedures.
- 5.2 Adjustments are made in accordance with evaluation outcomes in line with establishment procedures.
- 5.3 Agreed changes are promptly communicated and implemented in line with establishment procedures.

**Registration Data**

<b>Subfield:</b>	Hospitality and Tourism
<b>Date first registered:</b>	13 November 2008
<b>Date this version registered:</b>	13 November 2008
<b>Anticipated review:</b>	2017
<b>Body responsible for review:</b>	Namibia Training Authority