

Title	Optimise and facilitate the commercial viability of service products for a hospitality establishment		
Level	5	Credits	20

Purpose	<p>This unit standard is for experienced people who have a support management role in the management of hospitality establishment operations.</p> <p>People credited with this unit standard are able to: optimise the sales potential of service products of a hospitality establishment; and monitor and facilitate commercial viability through maintenance of hospitality product brand performance.</p>
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Classification	Hospitality > Hospitality Management
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Available grade	Achieved
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Guidance Information

1 Definitions

Brand – unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors.

Commercial viability – an impartial study of the financial feasibility of an actual or potential hospitality product.

Establishment requirements refer to applicable procedures found in the following: establishment performance guidelines and standards; equipment manufacturer’s procedures and specifications; Government and local body legislation.

Hospitality establishment – any venue specifically operated to provide accommodation, conferences, food and beverage service, or other activity related to the provision of hospitality service to customers and users.

Perishability – the loss of opportunity to sell hospitality products, which are saleable only within a certain time frame. An example would be hotel rooms unoccupied on a given night. Their value is perishable because no income can be received by the business for the unoccupied nights.

Service products – hospitality products characterised by satisfying customer needs through marketable but intangible services.

2 Evidence generated during assessment against this unit standard must be in accordance with establishment requirements. This includes:

- policies, procedures and requirements
- ethical codes of relevant professional bodies
- any relevant legislative or regulatory requirements.

3 For the purpose of this unit standard the trainee is not required to be totally responsible for independent management decision-making.

Outcomes and performance criteria

Outcome 1

Optimise the sales potential of service products of a hospitality establishment.

Range factors influencing the sales potential may include but are not limited to – demand, availability, perishability; evidence for three different service products is required.

Performance criteria

1.1 Commercial viability of potential hospitality service products is evaluated and their viability is determined.

Range may include but is not limited to – investment required, tentative financial planning, projected sales revenue, projected cost of sales.

1.2 The establishment's target market is analysed and business opportunities and threats are identified.

1.3 A plan for dealing with business threats and optimising opportunities is devised and communicated to stakeholders.

1.4 Business and service initiatives are managed to achieve business targets.

1.5 Relationships with customers are fostered and developed.

Range may include but is not limited to – reaching, acquiring, developing, retaining, inspiring.

Outcome 2

Monitor and facilitate commercial viability through maintenance of hospitality product brand performance.

Performance criteria

2.1 Brand values are interpreted and communicated to staff.

Range includes but is not limited to – core values; evidence of two core values is required.

2.2 Brand values are exemplified in own behaviour.

2.3 Establishment culture is interpreted and promoted among staff.

Range may include but is not limited to – employee recognition, employee training, employee buy-in.

2.4 Commitments affecting the business are evaluated to protect brand.

Range commitments may include but are not limited to – loan documents, leases, franchising agreements, management agreements, supplier agreements, employment agreements, shareholder agreements, unwritten agreements; evidence of four commitments is required.

2.5 Status of any intellectual property registrations is reviewed and required measures taken to protect the brand.

Range may include but is not limited to – trademarks, patents, copyrights.

Planned review date	31 December 2027
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	16 March 2017	31 December 2024
Review	2	2 March 2023	N/A

Consent and Moderation Requirements (CMR) reference	0112
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council qualifications@ringahora.nz if you wish to suggest changes to the content of this unit standard.