

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

<b>Purpose</b>	<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 brand performance for a hospitality business brand.</p>
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<b>Classification</b>	Hospitality > Hospitality Management
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<b>Available grade</b>	Achieved
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### Explanatory notes

#### 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* – any policy, procedure, process or agreed requirement, either written or oral, that is made known to the candidate prior to assessment against this unit standard.

*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.

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## Outcomes and evidence requirements

### 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.

### Evidence requirements

1.1 Commercial viability of potential hospitality service products are 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.

### Evidence requirements

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 The 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 Commitment 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.

<b>Planned review date</b>	31 December 2021
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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	N/A

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

#### Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMRs). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

#### Comments on this unit standard

Please contact ServicelQ [qualifications@ServicelQ.org.nz](mailto:qualifications@ServicelQ.org.nz) if you wish to suggest changes to the content of this unit standard.