

Unit D9CX 04 (HS6)

Contribute to promoting hospitality services and products

This Unit has the following elements:

Element 1 (HS6.1)

Identify opportunities to promote services and products

Element 2 (HS6.2)

Implement and review promotional activities

Candidate Name:

Assessment Centre:

I have completed the requirements of this Unit.

Candidate signature: _____ **Date:** _____

I can confirm the candidate has completed all requirements of this Unit.

Assessor signature: _____ **Date:** _____

Assessor counter signature:
(where applicable) _____ **Date:** _____

IV signature: _____ **Date:** _____

IV counter signature:
(where applicable) _____ **Date:** _____

Unit Summary

Businesses need to win and maintain customer interest in the products and services they provide. In this competitive industry, businesses need to be constantly thinking of new ways to promote their products and services in an eye-catching and attractive manner.

Supervisors can contribute greatly to this process. They are in constant touch with their customers and often know more about their customers' expectations than anyone else in the organisation. They may also be in a good position to know about new services and products being offered by competitors.

Supervisors, therefore, are well-placed to offer new ideas for promotional activities — for example, posters, leaflets, discounts and special events — and to help to put these ideas into practice.

The typical day-to-day activities you might carry out for this Unit include:

- ◆ identifying appropriate promotional activities — posters, leaflets, discounts, special events, advertisements
- ◆ checking that you have sufficient resources — time, money, staff skills, facilities and materials — to put these promotional activities into practice
- ◆ consulting with colleagues on your ideas
- ◆ helping to plan promotional activities
- ◆ making sure you have the necessary resources available — facilities, materials, staff
- ◆ putting promotional activities into practice and helping to evaluate how effective they have been

What some of the words in this Unit mean	
Colleagues	the people you work with, either in your own area or responsibility, or in other parts of the organisation
Competitors	the organisations with which your organisation competes for business
Legal requirements	any laws or regulations that cover promotional activities, for example the Trades Descriptions Act
Objectives	what your organisation is seeking to achieve
Promotional activities	anything that helps to sell your organisation's products or services or present a favourable image of the organisation; these may include discounts, posters, leaflets, special events or advertisements
Resources	what you need to run a promotional activity — time, staff skills, finance, facilities, materials
Target market	the types of customers and business that your organisation is seeking to attract
Targets	the type and amount of sales your organisation is trying to achieve or other outcomes such as new business enquiries
Team members	staff that you supervise either on a day-to-day or temporary basis
Values	what your organisation sees as being important when doing business — this may include not offending customers or presenting a certain image

Unit D9CX 04 (HS6)

Contribute to promoting hospitality services and products

Element 1 (HS6.1)

Identify opportunities to promote services and products

What you must do		Assessor initials/date
Evidence should be gathered through observation, products of work, projects, questioning, work-based assignments, and expert witness testimony		
1	Identify possible activities to promote the services and products in your area of responsibility	
2	Identify the likely sales improvements these promotional activities could generate	
3	Make sure these activities are consistent with your targets, your organisation's objectives and values and legal requirements	
4	Take account of the resources that will be available for these promotional activities	
5	Consult with relevant colleagues about your ideas for promotional activities	
6	Collect and organise other relevant information to support your ideas for promotional activities	

What you must cover (minimum requirement for observation/products of work in <i>italic and bold</i>)	Activity/Evidence (insert tick or supplementary reference)					
	1	2	3	4	5	6
Evidence for the remaining points may be assessed through projects, questioning, work-based assignments, and expert witness testimony						
<i>Taking account of the following resources, at least three required from the following:</i>						
time						
staff skills						
finance						
facilities						
materials						
<i>Consulting with the following types of colleague, at least one required from the following:</i>						
colleagues in your own area of responsibility						
colleagues in other people's areas of responsibility						
<i>Collecting and organising the following types of relevant information, at least two required from the following:</i>						
additional resource/requirements						
pricing of required resources						
timing of proposed activities						

Unit D9CX 04 (HS6)**Contribute to promoting hospitality services and products****Element 1 (HS6.1)****Identify opportunities to promote services and products**

Candidate name:		Assessor initials/date
No	Activity	
1		
2		
3		
4		
5		
6		

Unit D9CX 04 (HS6)

Contribute to promoting hospitality services and products

Element 2 (HS6.2)

Implement and review promotional activities

What you must do		Assessor initials/date
Evidence should be gathered through observation, products of work, projects, questioning, work-based assignments, and expert witness testimony		
1	Help to develop effective plans for promotional activities	
2	Implement these plans effectively, ensuring that all the required resources are available and suitable	
3	Inform your colleagues clearly about the targets and objectives for the promotional activities and what their responsibilities are	
4	Check the promotion is reaching all targeted customers effectively	
5	Monitor the promotional activities to make sure they are run according to plans and agreed standards	
6	Deal with any problems that may disrupt the planned promotional activities	
7	Collect information about the promotional activities during and after implementation	
8	Help to evaluate how effective the promotional activities have been	

What you must cover (minimum requirement for observation/products of work in italic and bold)	Activity/Evidence (insert tick or supplementary reference)					
	1	2	3	4	5	6
Evidence for the remaining points may be assessed through projects, questioning, work-based assignments, and expert witness testimony						
<i>Ensuring that the following resources are available and suitable, at least three required from the following:</i>						
time						
staff skills						
finance						
facilities						
materials						
<i>Collecting and passing on the following types of information, at least two required from the following:</i>						
sales records						
volume of custom						
customer comment						

Unit D9CX 04 (HS6)**Contribute to promoting hospitality services and products****Element 2 (HS6.2)****Implement and review promotional activities**

Candidate name:		Assessor initials/date
No	Activity	
1		
2		
3		
4		
5		
6		

What you must know for the Unit	
For the whole Unit	
K1	Relevant laws that you need to take account of when developing and implementing promotional activities, for example Trades Descriptions Act, Health and Safety at Work Act, COSHH, Food Hygiene etc
K2	What may happen if your promotion breaks these laws
Element 1 (HS6.1) Identify opportunities to promote services and products	
K3	Your organisation's target markets which are relevant to your area of responsibility
K4	Your organisation's sales targets which are relevant to your area of responsibility
K5	Your organisation's main competitors which are relevant to your area of responsibility
K6	Your organisation's other promotional plans that are relevant to your work
K7	What resources are available for promotional activities
K8	Where to obtain possible additional resources
K9	Who you need to consult in your organisation to obtain additional resources
K10	How to present your promotional ideas effectively to other people in your organisation
Element 2 (HS6.2) Implement and review promotional activities	
K11	The nature of the product being promoted and any other materials that feature in the promotion
K12	Any possible adverse results that the promotion, products and other materials may have and how to avoid these
K13	What information you need to support suggested promotional activities
K14	What your organisation's procedures are for implementing promotional activities
K15	The types of things that may disrupt your promotional activities and how to deal with these
K16	How to measure the effectiveness of promotional activities
K17	Who you should make recommendations for improving promotional activities

Candidate name:		Assessor initials/date
Ref	Supplementary evidence	
A		
B		
C		
D		
E		
F		
G		
H		

Knowledge evidence retained

Assessor Feedback

Assessor signature: _____

Date: _____