

**Highfield Level 4 End-Point Assessment for  
ST0229 Hospitality Manager - Revenue Management  
Professional Discussion Feedback Form**

<b>Apprentice Name:</b>	
<b>Learner ID:</b>	HABC
<b>Purpose of the template</b>	
<p>This template should be used to gather feedback regarding the apprentice's competence across the areas listed below. Feedback should be gathered from each of the below:</p> <ul style="list-style-type: none"> <li>• a superior - a higher manager, area manager, human resource manager, company owner or director. If the apprentice does not have a superior, a main stakeholder, for example, prime customer, supplier or business associate, may be used instead.</li> <li>• a peer - someone of the same level in the organisation or in a similar organisation where a working relationship can be demonstrated.</li> <li>• a direct report - a member of the apprentice's team for whom they have line management responsibility.</li> </ul> <p>If the apprentice does not have a superior, a main stakeholder (such as a prime customer, supplier or business associate) may be used instead. This feedback is not marked but will be used by the apprentice to reflect on their competency.</p> <p>Once the apprentice has collected the feedback, a copy <b>must</b> be sent to Highfield (electronically or by post) a <b>minimum of 5 working days</b> before the professional discussion take place.</p>	

Area of the standard (including behaviours)	Feedback comments
Business, including: <ul style="list-style-type: none"> <li>• business vision and objectives</li> <li>• business finance</li> <li>• business strategy</li> <li>• management information</li> <li>• operational processes</li> <li>• business levels</li> <li>• contingency plans</li> <li>• use of technology</li> <li>• legislation</li> </ul>	

People, including: <ul style="list-style-type: none"> <li>• risk management</li> <li>• people strategy</li> <li>• communication</li> <li>• team development</li> </ul>	
Customers, including: <ul style="list-style-type: none"> <li>• customer service</li> <li>• service recovery</li> <li>• customer feedback</li> <li>• marketing</li> <li>• brand promotion</li> </ul>	
Leadership, including: <ul style="list-style-type: none"> <li>• management and leadership skills</li> <li>• change management</li> <li>• diversity and inclusion</li> </ul>	
Revenue management, including: <ul style="list-style-type: none"> <li>• using information for revenue generation</li> <li>• competitor performance</li> <li>• yield management</li> <li>• collaborating with others to forecast revenue performance</li> <li>• identifying commercial opportunity to maximise revenue across the business</li> </ul>	

<b>Name of person giving feedback:</b>	
<b>Role of person giving feedback:</b>	
<b>Signature:</b>	
<b>Date:</b>	