

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Sales and Marketing

Title	Formulate sales estimates of vehicle products
Code	108585L5
Range	This unit of competency is applicable to the managerial staff responsible for the marketing of vehicle products (e.g. vehicles, spare parts or repairing services). Practitioners should be able to anticipate the achievable sales targets within a specified period by analysing and assessing the various factors affecting sales performance to formulate sales estimates.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Vehicle products and sales estimates)</p> <ul style="list-style-type: none"> • Master the factors to be taken into consideration when assessing the sales of vehicle products, including: <ul style="list-style-type: none"> ○ Sales growth rate <ul style="list-style-type: none"> ▪ The sales data of previous year ▪ Past sales data ▪ The business turnover of competitors ○ Organisational factors <ul style="list-style-type: none"> ▪ Sales strategy ▪ Market research ▪ Market share ▪ Number of showrooms, servicing centres and retailing outlets ○ Environmental factors <ul style="list-style-type: none"> ▪ The location and areas of the showrooms, servicing centres and retailing outlets ▪ The maturity period of the outlets ▪ The business days ○ Affecting factors <ul style="list-style-type: none"> ▪ Economic situation (e.g. the rise and fall of commodity prices, consuming inclination and inflation/deflation) ▪ Product variations (e.g. the launch of new models or model stop production, variation of models in the industry) ▪ Special factors (e.g. tax rate and oil price) • Master the concept of sales estimates of vehicle products, such as measure, control and anticipate sales condition. <p>2. Performance (Formulate sales estimates of vehicle products)</p> <ul style="list-style-type: none"> • Discuss with the sales and marketing departments to assess the anticipated achievable sales performance of vehicle products. • Formulate sales estimates of vehicle products, including: <ul style="list-style-type: none"> ○ Check past business performance of the organisation ○ Understand the expectation of the vehicle manufacturer on future achievements ○ Estimate the vehicle supply condition of the vehicle manufacturer ○ Consider the competitiveness of the products in future market ○ Formulate strategies that can support overall objectives and business in collaboration with other departments of the organisation ○ Assess the costs and prices to calculate anticipated profits ○ Compile aggregated sales financial budget of the organisation for submission to the seniors

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Assessment Criteria	The integrated outcome requirements of this unit of competency are that the practitioner being assessed shall prove that he/she is: <ul style="list-style-type: none">• Capable of effectively assessing the sales performance of vehicle products by analysing and assessing the various factors affecting the sales of vehicle products; and• Capable of employing the concept of sales estimates to formulate reasonable sales estimates of vehicle products.
Remark	