

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Sales and Marketing

Title	Formulate marketing plans for vehicle products
Code	108586L5
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 formulate effective marketing plans in accordance with organisational resources and objectives by analysing the competitive environment of the vehicle products market and by employing practical marketing experience to accomplish sales targets.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Market environment and sales of vehicle products)</p> <ul style="list-style-type: none"> • Good understanding of the competitive environment of the vehicle products market. • Good understanding of the products that can be provided by the vehicle manufacturer and other spare parts suppliers in the planned year. • Good understanding of the sales outlets and sales procedures of vehicle products. • Good understanding of consumer psychology. • Master the concept of the risk of foreign exchange. • Know the Government's environmental protection regulations on vehicle products, such as the preferential tax policy for environment-friendly vehicles. • Master the organisational structure of salespersons in departments. • Good understanding of the information system of the vehicle products market. <p>2. Performance (Formulate marketing plans)</p> <ul style="list-style-type: none"> • Formulate effective marketing plans in accordance with the resources and objectives of the vehicle manufacturer, spare parts suppliers and the organisation itself, including: <ul style="list-style-type: none"> ○ Assess the competitiveness of the products in the market ○ Set the market positioning of the products ○ Identify target customers ○ Set target price ○ Identify sales targets ○ Determine advertising methods in collaboration with the marketing department as well as anticipate and assess the achievable market attentiveness ○ Select appropriate sales channels ○ Select sales regions and the size of the sales teams ○ Establish commission and reward systems ○ Determine the manpower required for logistic support ○ Determine the resources required for the entire plan ○ Coordinate with the service and spare parts departments ○ Establish the implementation procedure for the marketing plans ○ Assess the effectiveness of the marketing plans • Establish plans for vehicle sales with the utilisation of information technology and internet. • Formulate the management and monitoring methods of marketing plans. • Formulate financial budget and seek for approval. • Recommend the plans to the vehicle manufacturer and the senior level of the organisation to obtain support. • Review the effectiveness of the plans upon completion and submit reports to the vehicle manufacturer and the organisation afterwards.

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Sales and Marketing

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 formulating marketing plans in accordance with organisational resources and objectives and seek support in resources allocation; and• Capable of formulating management and monitoring methods of marketing plans and submitting appropriate reports afterwards.
Remark	