

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Sales and Marketing

Title	Implement market research plan
Code	108590L3
Range	This unit of competency is applicable in workplaces relevant to the market research of vehicle products (such as auto parts and repairing services). Practitioners should be able to collect market research information on vehicle products. They should also be able to employ market research techniques effectively to implement market research plan according to the requirements to accomplish its market research targets.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Market research techniques for vehicle products)</p> <ul style="list-style-type: none"> • Good understanding of the objectives of market research for vehicle products, such as: <ul style="list-style-type: none"> ○ Understand the pros and cons of current brands or products ○ Recognise the position of one's own brands or products graded by customers • Good understanding of the marketing methods that can tie in with the sales of vehicle products. • Good understanding of the market research methods for vehicle products. • Good understanding of the market information system for vehicle products. <p>2. Performance (Implement market research plan)</p> <ul style="list-style-type: none"> • Effectively implement market research plan according to organisational targets, including: <ul style="list-style-type: none"> ○ Identify the targets for market research ○ Understand the market positioning of brands • Carry out market research duty as well as communicate and coordinate with other departments. • Apply market research methods, such as: <ul style="list-style-type: none"> ○ Questionnaire ○ Interview • Make use of information technology and the internet to collect market research information on vehicle products.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are that the practitioner being assessed shall prove that he/she is:</p> <ul style="list-style-type: none"> • Capable of collecting market research information on vehicle products from the public and internal staff according to requirements; and • Capable of employing market research techniques effectively to implement market research plan for vehicle products to accomplish the company's market research targets and report to supervisor.
Remark	