

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Sales and Marketing

Title	Formulate market research plans
Code	108593L5
Range	This unit of competency is applicable to the market surveyors of vehicle products (including vehicles, spare parts or vehicle after-sales services). Practitioners should be able to formulate effective market research plans according to organisational needs by employing their practical experience and techniques of collecting and analysing the information obtained from the survey of the vehicle product market to achieve respective organisational objectives.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Techniques for conducting market research on vehicle products)</p> <ul style="list-style-type: none"> • Good understanding of the purposes of market research on vehicle products, such as <ul style="list-style-type: none"> ○ Introduce and promote new products ○ Explore the market situation of the brands or products ○ Sales and marketing • Master market research methods for vehicle products. • Good understanding of the information system for vehicle product market. <p>2. Performance (Formulate market research plans)</p> <ul style="list-style-type: none"> • Formulate effective market research plans according to organisational needs, including: <ul style="list-style-type: none"> ○ Determine the objectives of market research ○ Choose market research methods ○ Establish the implementation procedure for the market research plans ○ Assess the effectiveness of the market research plans • Establish market research management plan. • Establish market research monitoring plan. • Formulate plans for collecting and analysing information obtained from the survey of vehicle product market making use of information technology and internet. • Make use of the information obtained from the survey to organise and analyse reports. • Report respective information to the organisation and/or the vehicle manufacturer and make suggestions on marketing issues.
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 formulating effective market research plans according to organisational needs by employing practical experience and techniques of collecting and analysing the information obtained from the survey of the vehicle product market; and • Capable of formulating management and monitoring plans for market research, organising relevant information, submitting report and suggestions to achieve organisational objectives of market research.
Remark	