

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Sales and Marketing

Title	Formulate marketing strategy
Code	108595L6
Range	This unit of competency is applicable to staff responsible for the marketing of vehicle products (e.g. vehicles, spare parts or repairing services). Practitioners should be able to apply marketing theory to explore local market orientation and making appropriate analysis and assessment on the latest market information to effectively formulate marketing plans and to enhance the popularity of the organisation and the vehicle products in the market, thereby fostering the vehicle products and services of the organisation.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Operation of the marketing and sales systems)</p> <ul style="list-style-type: none"> • Good understanding of the significance of marketing work to the entire organisation such as the impact on the achievements, profits and the development of the maintenance and spare parts business and even the image of the organization. • Good understanding of the marketing environment and market segmentation: <ul style="list-style-type: none"> ○ The distribution channels of vehicle products/services ○ Pricing strategies and methods • Master the consumer pattern on vehicle products/services. <p>2. Performance (Formulate marketing strategy)</p> <ul style="list-style-type: none"> • Analyse the operation concept of organisational sales systems. • Analyse the characteristics of local market and target customer groups. • Formulate marketing strategy for local market: <ul style="list-style-type: none"> ○ Determine the focus and themes of sales products ○ Determine the proportion in the use of different marketing media and formulate financial budget ○ Understand the methods to retain existing customers and source new customers ○ Formulate marketing portfolio to attract new customers ○ Coordinate different departments for cooperation ○ Estimate the resources required and seek support from the organisation • Assess the compatibility of the whole set of marketing strategy for the local market. • Submit reports, conduct analysis and make suggestions on a regular basis.
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is that the practitioner being assessed shall prove that he/she is:</p> <ul style="list-style-type: none"> • Capable of formulating marketing strategy to meet the business development of the organisation in accordance with market environment and organisational operation plans.
Remark	The credits value of this unit of competency assumes that the practitioner concerned has possessed thorough understanding of the vehicle products market and marketing knowledge.