

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Sales and Marketing

Title	Formulate brand strategy for vehicles
Code	108596L6
Range	This unit of competency is applicable to the senior staff or marketing staff in the organisation. Practitioners should be able to integrate marketing theory and the professional knowledge of brand strategy and applying brand management policy to effectively lead their team to establish and promote vehicle brands.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Buyers and brands)</p> <ul style="list-style-type: none"> • Good understanding of the significance of vehicle brands establishment to the entire organisation such as the impact on the achievements, profits and the development of the vehicle servicing and spare parts business and even the image of the organization. • Master vehicle brands. • Good understanding of consumer orientation, including: <ul style="list-style-type: none"> ○ The impact of pop culture on consumer behaviour ○ The change of consumer pattern and the causes of the changes • Good understanding of the value and the undertone of the brands. • Understand thoroughly the history of vehicle brands. <p>2. Performance (Draw up concrete proposals to establish vehicle brands)</p> <ul style="list-style-type: none"> • Communicate with vehicle manufacturers, including: <ul style="list-style-type: none"> ○ Understand and formulate marketing strategies for vehicle brands ○ Formulate the sales plans for vehicle brands • Instruct subordinate staff to formulate vehicle brand strategies, including: <ul style="list-style-type: none"> ○ Determine brand positioning and formulate related strategies ○ Establish the image and value of the brands ○ Set the quality of the products/services ○ Integrate with marketing, distribution and products strategies • Instruct subordinate staff to help them understand brand management and marketing strategies, including: <ul style="list-style-type: none"> ○ Master brand management methods ○ Determine the sales channels for the brands • Be familiar with the brands and the respective regulations of intellectual property rights, including: <ul style="list-style-type: none"> ○ Understand the significance of intellectual property rights to the brands ○ Understand the legal protection of brands • Brand management strategy: <ul style="list-style-type: none"> ○ Ascertain that brand establishment is the long-term objective of organisational development ○ Allocate organisational resources according to the budget plan ○ Understand the core value of the brands ○ Consistently maintain the image of the brands and product quality ○ Monitor the suitability of the plans during implementation ○ Rectify the policy problems during implementation ○ Convey the messages relating to brand strategy to relevant departments and demand for full cooperation and regular submission of reports

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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 integrating marketing theory and the professional knowledge of brand strategy to effectively formulate concrete proposals to establish vehicle brands; and• Capable of understanding brand management and marketing strategies to enhance the image and value of the brands.
Remark	