

1. Title	Understand the general beauty market environment	
2. Code	BEZZCS101A	
3. Range	Understand the general beauty market environment and apply the understanding in promotional activities at beauty product sales shops (including retail shops, beauty salons and exhibitions).	
4. Level	1	
5. Credit	3 (for reference only)	
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Knowledge of the beauty market</p> <ul style="list-style-type: none"> ◆ Understand the condition of the beauty industry of Hong Kong, such as: <ul style="list-style-type: none"> • Its status and role in the retail industry, its import value • Number of agents and distributors of beauty products or services and their areas of distribution • Product types e.g. facial cream, foundation, eyeshadow, perfume, enamel, lipstick and eyelashes ◆ Understand the import of beauty products in Hong Kong <ul style="list-style-type: none"> • Major countries of origin and brands of beauty products • Import tax exemptions for various kinds of beauty products • Import volume of various kinds of beauty products ◆ Understand the local market of Hong Kong beauty products <ul style="list-style-type: none"> • Number, areas of distribution and products of major local agents, distributors and retailers • Annual sales volume of various kinds of beauty products in Hong Kong • Preferences of major and potential consumers <p>6.2 Understand the general operation of beauty product market</p> <ul style="list-style-type: none"> ◆ Understand the general operation of beauty product market in order to carry out sales and promotion related to the beauty industry 	
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to understand the general beauty market environment in Hong Kong, and use the relevant data and information obtained for sales and promotion of beauty products.</p>	
8. Remarks		