

1. Title	Implement marketing plan
2. Code	BEZZMS301A
3. Range	Apply marketing techniques to implement marketing plans effectively in beauty product marketing department or related workplaces, so as to achieve the sales target of the organization.
4. Level	3
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Knowledge of marketing beauty products / services</p> <ul style="list-style-type: none"> ◆ Know about the sales channels of beauty products / services ◆ Know about the sales procedures for beauty products / services ◆ Know about foreign exchange risks and the management concept ◆ Know about the regulations on beauty products / services stipulated by the government ◆ Know about the market information system of beauty products / services <p>6.2 Implement beauty product / service marketing plans</p> <ul style="list-style-type: none"> ◆ Arrange beauty product / service sales districts and teams according to the marketing plan formulated by the organization ◆ Apply beauty product / service marketing techniques e.g. negotiation techniques, finding target customers and sales promotion techniques ◆ Use information technology and the internet to sell beauty products / services ◆ Assess the performance of the marketing plan ◆ Review the implementation flow of the marketing plan
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to master marketing techniques ; and</p> <p>(ii) Capable to effectively implement marketing plans so as to achieve the sales target of the organization.</p>
8. Remarks	