

1. Title	Implement market research plans
2. Code	BEZZMS305A
3. Range	Collect beauty product / service market research information in workplaces where market research of beauty products / services is related, and apply market research techniques effectively to implement market research plans according to the requirements of the organization, so as to achieve the market research objectives set by 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 Understand market research techniques for beauty products / services</p> <ul style="list-style-type: none"> <li>◆ Understand the objectives of beauty product / service market research, such as: <ul style="list-style-type: none"> <li>• New product/service development</li> <li>• Sales and marketing</li> </ul> </li> <li>◆ Understand beauty product / service market research methods</li> <li>◆ Understand the market information system of beauty products / services</li> </ul> <p>6.2 Implement market research plans</p> <ul style="list-style-type: none"> <li>◆ Implement market research plans effectively according to corporate objectives, including: <ul style="list-style-type: none"> <li>• Determining market research objectives</li> <li>• Designing market research methods</li> <li>• Assessing the implementation results of market research plans</li> </ul> </li> <li>◆ Manage and coordinate market research</li> <li>◆ Use market research methods such as: <ul style="list-style-type: none"> <li>• Questionnaire</li> <li>• Observation</li> <li>• Interview</li> <li>• Focus group</li> </ul> </li> <li>◆ Use information technology and the internet to collect and analyze information on beauty product / service market research</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to collect and analyze information on beauty product / service market research according to the requirements of the organization; and</p> <p>(ii) Capable to apply market research techniques effectively to implement beauty product market research plans, so as to achieve the market research objectives set by the organization.</p>
8. Remarks	