

1. Title	Develop sales forecast	
2. Code	BEZZMS501A	
3. Range	Anticipate the achievable sales target within the specified timeframe to formulate sales estimates by analyzing and assessing the factors affecting sales status.	
4. Level	5	
5. Credit	9(for reference only)	
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Knowledge about sales status and sales forecast</p> <ul style="list-style-type: none"> ◆ Understand the factors for consideration when assessing sales status, including: <ul style="list-style-type: none"> • The growth rate in sales <ul style="list-style-type: none"> ▸ The sales data of last year ▸ Previous sales data ▸ The business turnover of the competitors • Organizational factors <ul style="list-style-type: none"> ▸ Marketing strategy ▸ Market survey ▸ Market share ▸ The number of shops • Environmental factors <ul style="list-style-type: none"> ▸ The area of the outlet ▸ The maturity period of the outlet ▸ The number of business days • Influential factors <ul style="list-style-type: none"> ▸ The economic status (price fluctuation, consuming inclination, inflation/deflation) ▸ Special factors (tax rate change) ◆ Understand the concept of sales estimates e.g. measure, control and anticipate sales status <p>6.2 Develop sales forecast</p> <ul style="list-style-type: none"> ◆ Assess sales status ◆ Formulate sales estimates, including: <ul style="list-style-type: none"> • Checking up on the organization's previous business status • Taking into account future market situation • Meeting the organization's comprehensive goal and business strategy 	

7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Capable to employ sales-related knowledge to make effective assessment of the sales status; and (ii) Capable to anticipate the achievable sales target within the specified timeframe to formulate sales estimates by analyzing and assessing the factors affecting sales status.
8. Remarks	