

1. Title	Formulate marketing plans
2. Code	BEZZMS502A
3. Range	Base on the analysis of the competitive market environment and actual sales experience for beauty products / services to formulate effective marketing plans according to the resources and target of the organization so as to achieve the sales target of the organization.
4. Level	5
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand beauty product/ service market and sales methods</p> <ul style="list-style-type: none"> ◆ Understand the competitive market environment for beauty products / services ◆ Understand the sales methods, channels and procedures for beauty products / services ◆ Understand consumer psychology ◆ Understand the market information system of beauty products / services <p>6.2 Formulate marketing plans</p> <ul style="list-style-type: none"> ◆ Formulate effective marketing plans according to the resources and goals of the organization, including: <ul style="list-style-type: none"> • Set sales target • Select suitable sales methods and channels • Select sales districts and teams • Formulate implementation procedures for the marketing plans • Assess the performance of the marketing plans ◆ Formulate ways to manage and monitor the marketing plans ◆ Formulate plans of using information technology and the internet to sell beauty products / services
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to formulate effective marketing plans according to the resources and goals of the organization; and</p> <p>(ii) Capable to formulate ways to manage and monitor the marketing plans so as to achieve the sales target of the organization.</p>
8. Remarks	