

1. Title	Formulate market research plans
2. Code	BEZZMS503A
3. Range	Formulate effective market research plans according to the requirements of the organization, by collecting and analyzing beauty product / service market research information, so as to achieve the market research objectives set by 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 Knowledge of beauty product / service market research</p> <ul style="list-style-type: none"> ◆ Understand the objectives of beauty product / service market research, such as: <ul style="list-style-type: none"> • New product/service development • Sales and marketing ◆ Understand beauty product / service market research methods and techniques ◆ Understand the market information system of beauty products / services <p>6.2 Formulate beauty product / service market research plans</p> <ul style="list-style-type: none"> ◆ Formulate effective market research plans according to the beauty product / service market research needs of the organization, including: <ul style="list-style-type: none"> • Setting market research target • Selecting suitable market research methods • Formulating implementation procedures for the market research plans • Assessing the performance of the market research plans ◆ Formulate market research management plan ◆ Formulate market research monitoring plan ◆ Formulate plans of using information technology and the internet to sell beauty product / service market research information
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to formulate, by collecting and analyzing beauty product / service market research information, effective market research plans according to the market research needs of the organization; and</p> <p>(ii) Capable to formulate market research management and monitoring plans, so as to achieve the market research objectives set by the organization.</p>
8. Remarks	