

1. Title	Formulate local marketing strategy
2. Code	BEZZMS505A
3. Range	Employ marketing theory to explore local market orientation, make proper analysis and assessment on the latest information of the beauty industry, and effectively formulate local marketing strategy so that the local market would recognize more of the organization and its beauty products, which facilitate the promotion of such products and services.
4. Level	5
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Marketing theory</p> <ul style="list-style-type: none"> <li>◆ Understand market orientation theory, including: <ul style="list-style-type: none"> <li>• Application of marketing portfolio</li> <li>• Consumer goods market</li> <li>• Customer-oriented and beauty product-oriented organizations</li> </ul> </li> <li>◆ Understand the local marketing environment and market segmentation, including: <ul style="list-style-type: none"> <li>• The distribution channels of beauty products</li> <li>• Pricing strategies and methods</li> </ul> </li> </ul> <p>6.2 Formulate local marketing plans</p> <ul style="list-style-type: none"> <li>◆ Formulate local marketing plans <ul style="list-style-type: none"> <li>• Analyze the characteristics of the local market and target customers</li> <li>• Understand customers' motives in buying beauty products / services</li> <li>• Master ways of retaining existing customers and attracting new ones</li> </ul> </li> <li>◆ Suggest concrete local marketing plans to the managerial staff to meet the company's local marketing development plan, business forecast and strategy</li> <li>◆ Co-ordinate practical promotion duties, including determining the purpose of marketing and promotion, and formulating promotion plans, etc.</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to analyze local market environment, and develop a systematic and creative way for local market sales and promotion; and</p> <p>(ii) Capable to suggest to the managerial staff concrete local marketing plans; co-ordinate practical promotion duties, including determining the purpose of marketing and promotion, and formulating promotion plans, etc.</p>
8. Remarks	