

1. Title	Assess overall marketing plans and performance requirements						
2. Code	BEZZMS601A						
3. Range	This unit of competency is applicable at beauty-related workplaces. Analyze and assess critically all kinds of market situations and overall marketing plans, and formulate and review the performance requirements of the industry to facilitate the enterprise to develop future marketing direction.						
4. Level	6						
5. Credit	9 (for reference only)						
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <table border="0"> <tr> <td style="vertical-align: top;">6.1</td> <td style="vertical-align: top;">Understand the situation of the beauty market</td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> ◆ Understand the various situations of the beauty service market, including: make-up, manicure and hand/foot care, beauty and health care, facial care, body care ◆ Understand the development potential, marketing structure, current market orientation and market life cycle of each target market </td> </tr> <tr> <td style="vertical-align: top;">6.2</td> <td style="vertical-align: top;">Assess performance requirements of overall marketing plans</td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> ◆ Formulate the marketing strategy, plans and performance requirements of each target market in accordance with the objectives of the organization ◆ Formulate the performance requirements of overall marketing plans ◆ Assess the overall marketing effectiveness ◆ Change the marketing strategy to cope with market demands according to the assessment result </td> </tr> </table>	6.1	Understand the situation of the beauty market	<ul style="list-style-type: none"> ◆ Understand the various situations of the beauty service market, including: make-up, manicure and hand/foot care, beauty and health care, facial care, body care ◆ Understand the development potential, marketing structure, current market orientation and market life cycle of each target market 	6.2	Assess performance requirements of overall marketing plans	<ul style="list-style-type: none"> ◆ Formulate the marketing strategy, plans and performance requirements of each target market in accordance with the objectives of the organization ◆ Formulate the performance requirements of overall marketing plans ◆ Assess the overall marketing effectiveness ◆ Change the marketing strategy to cope with market demands according to the assessment result
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7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to analyze and assess critically the situations of all kinds of beauty markets; and</p> <p>(ii) Capable to assess overall marketing plans for the local market and formulate performance requirements for review.</p>						
8. Remarks							