

1. Title	Formulate overall marketing strategies
2. Code	BEZZMS606A
3. Range	Analyze the entire market (overseas and local markets) of the beauty industry to develop overall, systematic and innovative marketing strategies, so as to enhance the target markets' (overseas and local markets') knowledge in the organization and its beauty products and promote the sales of such products and services for the organization.
4. Level	6
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the operational concept of overall marketing and sales system</p> <p>6.2 Formulate overall marketing strategies</p> <ul style="list-style-type: none"> ◆ Understand the operational concept of overall marketing and sales system of the organization, and conduct elementary analysis on different markets to determine the marketing and sales methods ◆ Formulate effective overall marketing strategies (for overseas and local markets) <ul style="list-style-type: none"> • Capable to expand the market and attract new customers apart from identifying target customers • Maintain existing customers and understand the advantage of it, and use knowledge/mode of “Relationship Marketing” to develop new customer source • Master good communication skills to develop overseas market • Develop various marketing portfolios, prepare financial budgets according to organization’s financial status and prioritize the items • Know about the function of exhibitions and determine the strategies of exhibitions held in markets inside/outside the territory • Assess marketing results • Master the results and information of the marketing plans, so as to analyze and develop future marketing strategies ◆ Develop and manage the entire marketing strategies to ensure they are in harmony and conduct assessment
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to propose to management concrete and overall marketing strategies for overseas and local markets according to the market development plan, business budget and strategies of the organization; to enhance the popularity of the organization as well as the target markets’ knowledge in the organization so as to expand its market share.</p>
8. Remarks	