

1. Title	Review overall operational strategy of the organization
2. Code	BEZZOM606A
3. Range	With regard to the beauty industry, master all factors relevant to the beauty market, and effectively review and adjust the overall operational strategy of the organization regularly in response to market changes, so as to tie in with the future development of 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 operation of the industry and overall operational strategy of the organization</p> <ul style="list-style-type: none"> ◆ Understand the overall operational strategy of the organization and the objectives, including: <ul style="list-style-type: none"> • Sales and promotion strategy • Human resources management strategy • Financial strategy • Quality management strategy • Risk management strategy • Customer management strategy • Information management strategy ◆ Understand the market situation and development direction of the industry, including: <ul style="list-style-type: none"> • Trend • Technology • Product • Price • Customer psychology and demand ◆ Understand the existing challenges to the operation of the organization, including: <ul style="list-style-type: none"> • Competition of the industry • Costs and expenses for operation • Changes in business environment ◆ Understand future development direction of the organization ◆ Understand considerations for reviewing the operational strategy, including: <ul style="list-style-type: none"> • Internal factors of the organization • Market environment • Sales growth rate • Market share

	<p>6.2 Review overall operational strategy of the organization</p> <ul style="list-style-type: none"> ◆ Fully master the overall operation and existing problems of the organization, accurately analyze and assess the current operation to see if it is up to standard, and adjust and control the overall operational strategy accordingly to ensure its feasibility ◆ Master latest information and development trend through effective information management and good communication skills, and accurately review and adjust the overall operational strategy of the organization to meet the market needs and future development needs of the organization
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to master the operational status and objectives of the organization; and (ii) Capable to accurately analyze factors affecting the operational strategy of the organization, effectively review and adjust the overall operational strategy of the organization according to the operational objectives of the organization, the current situation and development trend of the beauty market, so as to ensure that the strategy is feasible and forward-looking, and can improve the business performance of the organization.
8. Remarks	