

Specification of Competency Standards of the Beauty and Hairdressing Industry

**Unit of Competency**

**Functional Area: Marketing & Customer Service**

Title	Apply Knowledge of Hairdressing Market to Carry Out General Sales and Promotion
Code	105392L1
Range	This unit of competency (UoC) is applicable in hairdressing product sales points (including retail shops, hairdressing salons and exhibitions). Practitioners should be able to apply knowledge of hairdressing market environment in general hairdressing sales and promotional activities.
Level	1
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of the hairdressing market <ul style="list-style-type: none"> <li>• Know about the condition of the hairdressing industry in Hong Kong, e.g.: <ul style="list-style-type: none"> <li>• Its status, role, products, etc.</li> <li>• Number of agents and distributors of hairdressing products or services and their areas of distribution</li> </ul> </li> <li>• Know about the import of hairdressing products in Hong Kong, including brands of products, major places of origin, etc.</li> <li>• Understand the situation of local hairdressing product market, e.g.: <ul style="list-style-type: none"> <li>• Number and products of major local agents, distributors and retailers</li> <li>• Annual sales volume of various kinds of hairdressing products in Hong Kong</li> <li>• Preference of major and potential consumers</li> </ul> </li> </ul> </li> <li>2. Apply knowledge of hairdressing market <ul style="list-style-type: none"> <li>• Apply knowledge of hairdressing product market to carry out sales and promotion related to the hairdressing industry</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Ensure that customers can get correct and adequate information during promotion</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Understand the hairdressing market environment in Hong Kong, and use such knowledge as well as relevant data and information obtained for sales and promotion of hairdressing products.</li> </ul>
Remark	