

Specification of Competency Standards of the Beauty and Hairdressing Industry

**Unit of Competency**

**Functional Area: Marketing & Customer Service**

Title	Conduct Market Research and Analysis
Code	105399L3
Range	This unit of competency (UoC) is applicable in market research department. Practitioners should be able to obtain, organize and assess independently the market research information showing the latest development of the hairdressing market and customer preference for management reference in the formulation of business policy.
Level	3
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge of market research and analysis <ul style="list-style-type: none"> <li>• Master different market research methods and techniques, e.g.: telephone interviews, personal interviews, web surveys, emails, etc.</li> <li>• Understand the pricing of hairdressing services and products and the workflow of the organization</li> <li>• Understand hairdressing-related regulations and ordinances, e.g.: consumer legislation, trade practices and fair trade legislation</li> <li>• Master good interpersonal relationship and communication skills</li> </ul> </li> <li>2. Conduct market research and analysis <ul style="list-style-type: none"> <li>• Confirm the objectives of market research, e.g.: provision of new hairdressing service, products, etc.</li> <li>• Select the best market research method and positioning and coverage, and design a set of appropriate survey questions and questionnaire</li> <li>• Confirm the manpower and time frame for conducting and coordinating the research</li> <li>• Analyze data collected, and record and summarize the survey findings in an easy-to-understand format</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Adhere to the Personal Data (Privacy) Ordinance when designing survey questionnaire</li> <li>• Handle the survey findings professionally to prevent improper deletion and alteration of data</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Master different market research methods and techniques and select an appropriate research method according to the objectives of research to collect and analyze information/data; and</li> <li>• Summarize survey findings in order to meet the requirements of the organization and to achieve the objectives of research and analysis.</li> </ul>
Remark	