

Specification of Competency Standards of the Beauty and Hairdressing Industry

Unit of Competency

Functional Area: Marketing & Customer Service

Title	Promote Salon Services and Develop Business
Code	105401L4
Range	This unit of competency (UoC) is applicable in salons and related business locations. It involves analysis, judgement and assessment. Practitioners should be able to apply good marketing and promotion techniques to promote salon services and develop business according to the organization's business development goals and market development trend.
Level	4
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of business promotion <ul style="list-style-type: none"> • Understand the organization's business development goals and marketing strategy • Master marketing and promotion techniques • Understand the advantages and disadvantages of different publicity media • Master hairdressing market status and development trend • Understand the restrictions on salon promotion • Master the organization's products and services • Master the procedures for formulation of promotion plan 2. Promote salon services and develop business <ul style="list-style-type: none"> • Analyze salon' business development potentials to determine the focus of promotion activities • Confirm the target group of customers and analyze factors affecting promotion performance, e.g.: promotion venue, seasonal factor, types and age of customers, etc. • Formulate and execute the promotion plan, including: promotion methods, channels, cost, manpower required and schedule of promotion activities • Monitor, assess and analyze effectiveness of the promotional activities, and take corrective measures accordingly in order to achieve the established goals 3. Exhibit professionalism <ul style="list-style-type: none"> • Do not use discriminative wording in advertisements or promotional activities to avoid breaching the discrimination-related ordinances, e.g. the Sex Discrimination Ordinance, the Disability Discrimination Ordinance and the Race Discrimination Ordinance • Ensure that customers can get correct and adequate information during the promotional activities
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Promote hairdressing service, and enhance the organization's hairdressing business through effective publicity channels according to the organization's business development goals and market development trend; and • Formulate effective promotion plan and activities according to the organization's marketing and promotion goals, so as to promote the organization's service development.
Remark	