

Specification of Competency Standards of the Beauty and Hairdressing Industry

Unit of Competency

Functional Area: Marketing & Customer Service

Title	Promote Hairdressing Products and Explore Business Opportunities
Code	105402L4
Range	This unit of competency (UoC) is applicable in salons and product sales departments of the hairdressing industry. It involves judgement and analysis. Practitioners should be able to explore hairdressing products in the market that can enhance the organization's business, and formulate publicity plans for the products in order to develop business.
Level	4
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of product promotion and business development <ul style="list-style-type: none"> • Understand the organization's business goals and marketing strategy • Master marketing and promotion techniques • Understand different publicity channels • Master the characteristics and development trend of hairdressing products • Understand basic techniques for business analysis, e.g.: identifying new business, risk analysis, etc. • Understand the organization's business development plan • Master formulation procedures for promotion plan 2. Promote hairdressing products and explore business opportunities <ul style="list-style-type: none"> • Analyze and evaluate factors affecting the sales of hairdressing products, including: customer demand, market potentials, investment capacity of the organization, risk factors, etc. • Explore to find new hairdressing products with potentials, including: <ul style="list-style-type: none"> • Applicability to local market • Explore the form, term and conditions of cooperation with the supplier (e.g. franchisee, distributor and dealer) • Pricing of products • Formulate hairdressing product promotion plan, including: selecting appropriate promotion channels and forms of promotional activities, estimating promotion expenses, organizing promotional activities, etc. • Coordinate, supervise and evaluate effectiveness of the promotional activities, and take corrective measures to accordingly, so as to achieve the established goals for the activities 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 requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Select hairdressing products with development potentials, and formulate and execute appropriate promotion plans in order to enhance the organization's business development.
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