

Specification of Competency Standards of the Beauty and Hairdressing Industry

Unit of Competency

Functional Area: Marketing & Customer Service

Title	Promote Hairdressing Brands
Code	105404L5
Range	This unit of competency (UoC) is applicable in the hairdressing industry. It involves planning, analysis and judgement. Practitioners should be able to Integrate the professional knowledge of marketing and branding strategy applicable to the hairdressing industry to promote hairdressing brands; introduce and promote foreign brands, so as to enhance target markets' knowledge of the organization, its hairdressing products and corporate image.
Level	5
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of consumers and brands <ul style="list-style-type: none"> • Possess knowledge of brands • Understand consumer preference, e.g. influence of trends and culture on consumer behaviour, causes of changes in consuming pattern, etc. • Understand the value and connotation of brands • Understand the history of international hairdressing brands and new hairdressing brands 2. Promote hairdressing brands <ul style="list-style-type: none"> • Analyze the development history and trend of international hairdressing brands • Communicate and cooperate with overseas hairdressing product brand agents in order to introduce and promote foreign hairdressing brands • Master brand management and marketing strategies, including: brand positioning, establishing unique image and value of the brand, sales channels for the brands, rand management methods, etc. • Comply with the rules and regulations on intellectual property of brands and relevant products in order to protect the organization's interests • Branding strategy management <ul style="list-style-type: none"> • Ascertain that branding is a long-term goal for corporate development • Understand the core value of the brands • Maintain brand image and product quality in the process of promotion 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"> • Integrate the professional knowledge of marketing and branding strategy to promote hairdressing brands; • Introduce and promote foreign brands so as to effectively enhance the reputation of the organization and its hairdressing brands, so as to promote the sales of the hairdressing products and services; and • Comply with the requirements on intellectual property of brands and relevant products.
Remark	