

Specification of Competency Standards of the Beauty and Hairdressing Industry

Unit of Competency

Functional Area: Marketing & Customer Service

Title	Formulate Marketing Plans
Code	105406L5
Range	This unit of competency (UoC) is applicable in the hairdressing industry. It involves planning, analysis, evaluation and management, etc. Practitioners should be able to base on the analysis of the competitive market environment and actual sales experience for hairdressing products/services to formulate effective marketing plans according to the resources and target of the organization, so as to achieve its sales target.
Level	5
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand hairdressing product/service market and sales methods <ul style="list-style-type: none"> • Understand the competitive market environment for hairdressing products/ services • Understand the sales methods, channels and procedures for hairdressing products/services • Understand customers' consumer psychology • Understand the market information system of hairdressing products/ services 2. Formulate marketing plans <ul style="list-style-type: none"> • Formulate effective marketing plans according to the resources and goals of the organization, including: <ul style="list-style-type: none"> • Set sales target • Select suitable sales methods and channels • Select sales districts and teams • Formulate implementation procedures for the marketing plans • Assess the performance of the marketing plans • Formulate ways to manage and monitor the marketing plans 3. Exhibit professionalism <ul style="list-style-type: none"> • The organization's policies meet the latest development of the industry
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate effective marketing plans according to the resources and goals of the organization; and • Formulate ways to manage and monitor the marketing plans so as to achieve the sales target of the organization.
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