

1. Title	Conduct market research to assist in marketing and sales
2. Code	EMELMS205A
3. Range	Applicable to marketing and sales of electrical equipment and engineering services. Conduct market research and know the characteristics and constraints of every market, and obtain necessary information so as to assist in marketing and sales work.
4. Level	2
5. Credit	3
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the characteristics, constraints and importance of general markets</p> <ul style="list-style-type: none"> ◆ Understand general market research methods ◆ Understand the characteristics, constraints and importance of general markets, such as: <ul style="list-style-type: none"> • Service scope for electrical works demanded by the market • Difference or hindrance in market culture, language and value • Legal requirements for different areas and markets <p>6.2 Conduct market research to assist in marketing and sales work</p> <ul style="list-style-type: none"> ◆ Conduct market research under instruction to obtain information needed and understand the characteristics, constraints and importance of target market to assist in marketing and sales work such as: <ul style="list-style-type: none"> • Service scope, demand and prices of electrical engineering services demanded by the market • Service scope, demand and prices of electrical equipment products demanded by the market • Changes in the market demand trend for electrical engineering services or electrical equipment products • Number of competitors in the market and market share • Difference or hindrance in market culture, language and value • Legal requirements for different areas and markets
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to understand market research methods and conduct general market research under instruction; and</p> <p>(ii) Capable to understand the characteristics, constraints and importance of target market in order to assist in marketing and sales work.</p>
8. Remarks	