

1. Title	Launch the products according to the marketing direction preset by the company
2. Code	EMELMS401A
3. Range	Applicable to the marketing and sales of electrical works. Master the marketing techniques and market situation so as to launch the products according to the marketing direction preset by the company.
4. Level	4
5. Credit	3
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand relevant information such as the market positioning , etc. of the electrical equipment or services to be sold</p> <ul style="list-style-type: none"> ◆ Understand the pricing and market positioning of the electrical equipment or services to be sold ◆ Understand the characteristics of the target segment of clients <p>6.2 Launch the products according to the marketing direction preset by the company</p> <ul style="list-style-type: none"> ◆ Master different marketing techniques and base on the market positioning of the products so as to launch the products according to the marketing direction preset by the company, including: <ul style="list-style-type: none"> • Implementing works relevant to marketing • Supervising frontline staff to follow • Providing the management level with market information and implementing improvement suggestions
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to understand the market positioning and client market segments of the electrical equipment or services to be sold; and</p> <p>(ii) Capable to base on the market positioning of products to launch them according to the marketing direction preset by the company.</p>
8. Remarks	