

1. Title	Master market situation of power generation, transmission and distribution network and formulate marketing plans
2. Code	EMELMS501A
3. Range	Applicable to marketing and sales of electrical works. Master the market situation of different levels of electricity generation, transmission and distribution network and associated installations, perform analysis and formulate marketing plans to enhance the market share and profits of the electrical installations or engineering services to be sold.
4. Level	5
5. Credit	6
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the market sales situation of electricity generation, transmission and distribution equipment</p> <ul style="list-style-type: none"> ◆ Understand the market sales situation of electricity generation, transmission and distribution equipment, such as the following: <ul style="list-style-type: none"> • Markets: the local market, Mainland market, each target overseas market, etc. • Market situations: Development potential of each target overseas market, marketing structure, current market leader, market life cycle, etc. <p>6.2 Formulate marketing plans according to the market sales situation of electricity generation, transmission and distribution equipment</p> <ul style="list-style-type: none"> ◆ Formulate effective and comprehensive marketing plans according to the market sales situation of electricity generation, transmission and distribution equipment: <ul style="list-style-type: none"> • Take care of the needs of various types of clients of different target markets in order to expand the market and attract new clients • Use “Relationship Marketing” to strengthen client’s loyalty to the electrical installations or engineering services provided • Formulate marketing portfolio • Master marketing and sales tools and formulate budgets according to the financial situation of the organization • Master the functions of exhibitions and formulate the exhibition strategy for overseas markets • Assess marketing results • Master the results and information of the marketing plans, and to develop future marketing strategy • Manage the comprehensive marketing plans to ensure they are in harmony and conduct assessment

7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Capable to master market situation ; and (ii) Capable to formulate different marketing plans.
8. Remarks	