

1. Title	Master tender specifications and market competition information and formulate operation management strategy
2. Code	EMELOM601A
3. Range	Applicable to the operation management of electrical works. Master all the terms and conditions, contract details, drawings, etc. of tender specifications from a number of clients, as well as information on electrical equipment or services to be sold by the organization and on competitors in order to formulate different marketing strategies and after-sales service operation management strategies.
4. Level	6
5. Credit	9
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand details of tender specifications from a number of clients and competitors' information</p> <ul style="list-style-type: none"> ◆ Understand all the terms and conditions of tender specifications, contract details, drawings, etc. from a number of clients ◆ Understand competitors' information such as: different levels of market prices, delivery time, etc. <p>6.2 Formulate appropriate operation management strategy for marketing and after-sales service of electrical installations</p> <ul style="list-style-type: none"> ◆ Consolidate the details of tender specifications from a number of clients to assist in formulating appropriate after-sales service operation management strategy, including the following issues: charging system for specified and non-specified after-sales service items, after-sales service operation management system and the synergy effect, etc. ◆ Master the information such as the strengths and weaknesses, after-sales service, market prices, delivery time, etc. of the electrical equipment sold by the organization and competitors; formulate marketing and after-sales service operation management strategy, including the following issues: tender submission strategy, synergy effect of works operation contracts, after-sales service operation centre and service network, operation issues for target market identification and new market development projects, etc. ◆ Make timely modifications to the operation management strategy for marketing and after-sales service of electrical installations formulated by the organization to enhance the profitability of the organization
7. Assessment Criteria	The integrated outcome requirement of this unit of competency is: (i) Capable to base on market information to formulate an operation management plan for marketing and after-sales service.
8. Remarks	