1. Title	Formulate marketing and bidding strategies for electrical installations
2. Code	EMELPM601A
3. Range	Applicable to project management and marketing of large-scale electrical works. Master all the terms and conditions, contract details, drawings, etc. in client's tender specifications; consolidate and compare with competitors the electrical equipment or services to be sold by the company in order to formulate marketing and tender bidding strategy.
4. Level	6
5. Credit	9
6. Competency	Performance Requirements 6.1 Understand all the details in client's tender specifications and the market situation ♦ Understand all the terms and conditions, contract details, drawings, etc. in client's tender specifications ♦ Understand different market situations such as futures prices of materials in the market, delivery time, trends of interest rate and foreign exchange rates, etc. information 6.2 Formulate marketing and tender bidding strategy ♦ Build up communication channels for different walks of life and obtain first-hand or second-hand information and conduct analysis. Communication channels include: internal market research unit of the organization, business marketing consultant, personal human network, etc. ♦ Analyze, judge, consolidate and compare with competitors the electrical equipment or services to be sold by the organization ♦ Formulate marketing and bidding strategies for electrical installations ♦ Make timely modifications to the marketing and bidding strategies for electrical installations formulated by the organization in order to enhance the profitability of the organization
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Capable to collect information and implement effective communication, find suitable targets and obtain first-hand or second-hand information; and (ii) Capable to master the tender specifications, market situation information and the competitiveness of the products of the organization and formulate marketing and bidding strategies for electrical installations.
8. Remarks	