

1. Title	Promote products and marketing services
2. Code	EMFSMS401A
3. Range	Use analysis techniques and suitable software to handle marketing strategies in a range of varied and specific situations at work places where sales and marketing of fire products / fire engineering services are involved.
4. Level	4
5. Credit	3
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Analyze fire products / fire engineering services</p> <ul style="list-style-type: none"> ◆ Understand various fire products and fire engineering services in the market <ul style="list-style-type: none"> • Master the trend of fire products / fire engineering services • Need for fire products / fire engineering services to add value • Understand the market share of fire products / fire engineering services ◆ Understand customer demand for fire products / fire engineering services ◆ Understand the threats from competitors <p>6.2 Formulate marketing plan</p> <ul style="list-style-type: none"> ◆ Position fire products / fire engineering services correctly ◆ Consider to enhance or improve the fire products / fire engineering services ◆ Maintain or boost the market share of the fire products / fire engineering services ◆ Target customers and offer preferential terms ◆ Launch promotion schemes properly ◆ Use computer software to handle sales and marketing information <ul style="list-style-type: none"> • Set up customer databank <ul style="list-style-type: none"> ▸ Access customer information ▸ Issue publications regularly such as annual report, new product / service introduction, etc. ▸ Establish sales statistics charts to monitor the sales condition • Establish corporate website to facilitate customer contact and enquiry
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to use marketing techniques to enhance the recognition of fire products / fire engineering services in a range of varied and specific situations; and</p> <p>(ii) Capable to use computer software to handle and evaluate sales and marketing information.</p>
8. Remarks	This unit of competency is applicable to fire engineering service sales and marketing practitioners in general.