

1. Title	Formulate marketing plans
2. Code	EMFSMS501A
3. Range	Analyze the entire overseas and local fire installation market to develop comprehensive, systematic and innovative marketing plans, so as to enhance the overseas and local target markets' knowledge in and promote the sales of fire products / services for the organization.
4. Level	5
5. Credit	4
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the entire operation of the marketing and sales system</p> <ul style="list-style-type: none"> <li>◆ Understand the entire operation concept of the marketing and sales system of the organization, and conduct elementary analysis on different markets to determine the marketing and sales methods</li> <li>◆ Understand markets of different areas including the local market, Mainland market, each target overseas market, etc.</li> <li>◆ Analyze the market situation, including: <ul style="list-style-type: none"> <li>• Development potential of each target overseas market</li> <li>• Marketing structure</li> <li>• Current market leader</li> <li>• Market life cycle</li> </ul> </li> </ul> <p>6.2 Formulate marketing plans</p> <ul style="list-style-type: none"> <li>◆ Formulate effective, comprehensive marketing plans for overseas and local markets <ul style="list-style-type: none"> <li>• Expand the market and attract new customers apart from identifying target customers</li> <li>• Use “Relationship Marketing” to maintain existing customers and find new customers</li> <li>• Use “Relationship Marketing” to strengthen customers’ loyalty to the products and services provided</li> <li>• Master good communication skills to open up overseas market</li> <li>• Formulate marketing portfolio, prepare budgets according to the financial situation of the organization and arrange the priorities</li> <li>• Understand the functions of exhibitions and use them to expand local and overseas markets</li> <li>• Assess marketing results <ul style="list-style-type: none"> <li>▸ Master the results and information of the marketing plans, so as to analyze and develop future marketing plans</li> <li>▸ Develop and manage the comprehensive marketing plans to ensure they are in harmony and conduct assessment</li> </ul> </li> </ul> </li> </ul>

7. Assessment Criteria	The integrated outcome requirement of this unit of competency is:  (i) Capable to submit comprehensive marketing plans for overseas and local markets to the management according to the market planning, financial budgets and strategies of the organization so as to enhance the popularity of and the target markets' knowledge in the organization and enlarge the market share.
8. Remarks	This unit of competency is suitable for enhancing the competency of fire installation sales and marketing personnel.