

1. Title	Formulate plumbing product and service marketing
2. Code	EMPDMS401A
3. Range	Analyze the whole plumbing market and develop marketing strategies so as to boost the plumbing products and services of the company.
4. Level	4
5. Credits	5
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand plumbing products/services</p> <ul style="list-style-type: none"> ◆ Understand various plumbing products and services in the market <ul style="list-style-type: none"> • Master the trend of the products/engineering services • Assess accurately the total value of the whole market • Need for the products /engineering services ◆ Understand customer demand for the products / engineering services ◆ Understand the threats from competitors <p>6.2 Formulate marketing plans and skills</p> <ul style="list-style-type: none"> ◆ Analyze the market share of products/engineering services ◆ Position the products/engineering services correctly ◆ Consider the need to enhance or improve the product packaging/engineering services ◆ Maintain or boost the market share of products/engineering services ◆ Identify target customers and offer preferential terms ◆ Formulate suitable marketing plans
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to analyze the quality and quantity of plumbing products/ services and consider the need of improvement; and</p> <p>(ii) Capable to formulate marketing plans to enhance the recognition of plumbing products/ services.</p>
8. Remarks	This unit of competency is applicable to electrical and mechanical sales and marketing practitioners in general.