

1. Title	Formulate marketing plans for plumbing installations
2. Code	EMPDMS501A
3. Range	Formulate plumbing installation marketing plans according to the range of products and services of the company.
4. Level	5
5. Credits	4
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Analyze the market situation of plumbing installation products and services and formulate marketing plans</p> <ul style="list-style-type: none"> ◆ Analyze markets of different areas including the local market, Mainland market, each target overseas market, etc. ◆ Analyze the market situation, including: <ul style="list-style-type: none"> • Development potential of each target overseas market • Marketing structure • Current market leader • Market life cycle <p>6.2 Formulate plumbing installation marketing plans</p> <ul style="list-style-type: none"> ◆ Formulate effective and comprehensive marketing plans for overseas and local markets <ul style="list-style-type: none"> • Use “Relationship Marketing” to strengthen customers’ loyalty to the products and services provided • Formulate marketing portfolio • Master marketing and sales guarantee tools and prepare budgets according to the financial situation of different organizations • Master the importance of the functions of exhibitions and formulate strategies of exhibitions for overseas markets • Assess marketing results • Master the results and information of the marketing plans, so as to analyze and develop future marketing plans • Develop and manage the comprehensive marketing plans to ensure they are in harmony and conduct assessment
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to analyze the plumbing installation market situation; and</p> <p>(ii) Capable to formulate plumbing installation marketing plans.</p>
8. Remarks	This unit of competency is suitable for enhancing the competency of plumbing installation sales and marketing personnel.