

1. Title	Lead and oversee the overall sales and marketing
2. Code	EMPDMS601A
3. Range	Review, analyze, assess and judge the overall business environment so as to formulate corporate sales and marketing strategies, and oversee and perform sales and marketing management.
4. Level	6
5. Credits	6
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Master overall business environment in different areas</p> <ul style="list-style-type: none"> ◆ Review, analyze, assess and judge the overall business environment in the absence of complete or consistent data/information ◆ Assess the business environment issues, including: <ul style="list-style-type: none"> • Market size • Development potential of the market • Overall value of the market • Number of competitors in the market <p>6.2 Formulate corporate sales and marketing strategies</p> <ul style="list-style-type: none"> ◆ Formulate corporate sales and marketing strategies according to the analysis results of business environment of different areas and the strengths and weaknesses of the company ◆ Lead, oversee and implement plumbing installation sales and marketing management plans, including: <ul style="list-style-type: none"> • Organize sales and marketing working group • Implement and oversee sales and marketing activities • Implement and oversee market promotion activities
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to formulate overall sales and marketing strategies; and</p> <p>(ii) Capable to implement plumbing installation sales and marketing management plans.</p>
8. Remarks	The credit value of this unit of competency is set on the presumption that the person already possesses basic knowledge of sales and marketing.