Functional Area: Customer Relationship Management
(CRM Philosophy & Strategic Formulation)

1.	Title	Analyse and predict market trends for the specific industry
2.	Code	ITCSCR502A
3.	Range	This UoC applies to all considerations, procedures and actions to predict and analyse the market trends of products and services in the ICT industry, and with special focus on customer relationship. This is the first step for the task group "Analysing the market for CRM related issues".
4.	Level	5
5.	Credit	7
6.	Competency	<table><tr><td colspan="2">Performance Requirement</td></tr><tr><td>6.1 Possess the knowledge in the subject area</td><td> - Fully grasp the common nature of CRM across all industries but also significant differences for the ICT industry and its unique products and services - Fully understand the necessity of conducting a careful and detailed analysis before getting relevant and precious information about anything, and ICT market trend is of no exception - Be aware of the importance of allocating sufficient and relevant resources for any analysis work - Fully understand the value of any analysis task is in facilitating accurate prediction of the future trends, such that the company can react accordingly - Be aware of the availability of a wide range of methods and tools for market trend analysis and prediction, and their relative advantages and disadvantages - Be aware of the close relationship between the company's customer relationship policies and the direction and focuses of the aforesaid analysis and prediction tasks </td></tr><tr><td>6.2 Analyse and predict market trends for the specific industry</td><td>Be able to: - Determine and adopt the most ideal set of market analysis and survey methodologies and tools for the company's ICT industry specific market trend survey purpose - Supervise the actual conduction of the market survey and ensure correctness and timeliness through the entire process - Skilfully incorporate the specific features of ICT industry and the consumers' behaviour of ICT products / services while conducting the market trend survey - Take good consideration of the significant differences in the behavioural pattern of different customer segments, such as corporate accounts or individual customers - Supervise the carrying out of subsequent analysis of the survey findings with special focus on the future market trends - Summarise the findings, predictions and recommendations on possible follow up actions for submission to management and related groups of staff members - Make recommendation on future activities relating to CRM, with the purpose of sustaining in the future market through customer loyalty and support </td></tr></table>

	6.3 Exhibit professionalism	• Always ensure all related staff members contribute their greatest effort honestly in this task step for industry specific market trend survey and analysis • Always work with full capacity and ability to ensure successful completion of this analysis and prediction phase • Always maintain an optimal balance between all related technological, political, social and legal issues
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: i. successfully complete the industry specific market survey and analysis in a timely and accurate manner ii. predict with good accuracy the future market situation iii. recommend effective actions to strengthen the company's competitiveness in the future market	
Remark		