

Functional Area: Strategic / General Management (Strategising & Formulation)

1. Title	Formulate business positioning and branding	
2. Code	ITCSSG502A	
3. Range	In the highly competitive telecom market, creating and having a strong brand is invaluable as the battle for customers intensifies day by day. This UoC concerns formulating business positioning and branding strategies of an organisation	
4. Level	5	
5. Credit	4	
6. Competency	<p><u>Performance Requirement</u></p> <p>6.1 Possess knowledge in the subject area</p> <ul style="list-style-type: none"> • Exhibit extensive knowledge of the organisation's core values, mission, vision and objectives • Fully understand the organisation's business strategies, objectives and goals of business plans • Fully aware of the cumulative effects on the organisation's image and financial impacts with successful or wrongly formed strategies • Fully in tune with the telecommunication industry trends and technologies • Possess extensive experience with various marketing methodologies and techniques and capable of applying these techniques for business branding • Experienced with applying various business analysis tools such as SWOT, competitive analysis, etc. • Possess extensive experience with development of branding strategies • Proficient with commercial & management skills such as management of business finance, communication, people, change, negotiation and business operations <p>6.2 Formulate business positioning and branding</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Steer a team to identify and/or review the business model of the organisation, understand the objectives of the branding strategies, and then proceed to the strategies as follows • Identify the organisation's target marketing needs • Define positioning statement to provide the direction or focus of the business or organisation after performing the following: <ul style="list-style-type: none"> • Identify a list of competitors and analyse the differences between the organisation and competitors • Determine unique competitive edge of the products and services over competitors • Formulate positioning statement • Formulate an branding image that conforms with the organisation's mission and visions • Identify methods of communication in branding such as advertisements, logos or even corporate letter heads, business cards, etc. • Determine and recommend suitable review periods based on the business dynamics and the corporate's business development strategies • Manage the documentation of branding strategic plans • Present the plans to stakeholders and verify strategic plans are acceptable and applicable to the organisation's business needs 	

	<p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> • Always take into consideration and strike a proper balance among all related technological, political, social, environmental and legal factors • Always strike a proper balance between all stakeholders
7. Assessment Criteria	<p>The integrated outcome requirements of UoC are the ability to:</p> <ol style="list-style-type: none"> i. identify the organisation's objectives and needs of having well defined positioning and branding ii. work with colleagues to perform research and define the organisation's positioning statement. The statement should create clarity, consistency, and continuity to the target market that the organisation serves iii. identify effective methods of communicating the organisation branding iv. present the branding strategy plans effectively to appropriate stakeholders and convince the plausibility of the plans
Remark	