

Unit of Competency**Functional Area: Sales and Merchandising**

Title	Implement marketing strategies
Code	105253L4
Range	This unit of competency is applicable to practitioners in the import and export industry to implement marketing strategies to retain existing customers and source new customers.
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Employ a range of international marketing management skills <ul style="list-style-type: none"> • Evaluate the customer requirements in import and export industry • Describe various differentiation tools, e.g., product differentiation, service differentiation, channel differentiation, and image differentiation 2.1. Implement marketing strategies <ul style="list-style-type: none"> • Identify products to be marketed and develop marketing portfolio • Identify the tools to retain existing customers and source new customers • Estimate the required resources to implement marketing strategies and seek support to obtain required resources • Establish implementation plans for marketing strategies 2.2. Review marketing strategies <ul style="list-style-type: none"> • Identify the goals and expected outcomes of the marketing strategies • Collect data and information to evaluate the effectiveness of the marketing strategies • Review the effectiveness of the marketing strategies 3. Take actions to fine-tune marketing strategies <ul style="list-style-type: none"> • Present the findings of the reviews on the effectiveness of the marketing strategies • Provide options to enhance the effectiveness of marketing strategies • Take appropriate actions to fine-tune marketing strategies
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of implementing marketing strategies • Capable of reviewing marketing strategies • Capable of taking appropriate actions to enhance the effectiveness marketing strategies
Remark	