

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

Title	Use of brand-building tools
Code	105258L4
Range	This unit of competency is applicable to practitioners in the import and export industry to use relevant tools to build brands to make the product market recognises the company's distinctive brand.
Level	4
Credit	5 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Possess knowledge of brand-building tools <ul style="list-style-type: none"> • Evaluate the usefulness of brand-building tools(e.g., advertisement, public relations and press releases, sponsorships, factory visits, trade shows, event marketing, and public facilities) • Examine the cost-effectiveness of brand-building tools 2.1. Identify the product position <ul style="list-style-type: none"> • Use the concept of STP(i.e., segmentation, targeting, and position) to conduct market analysis • Discover different needs in the marketplace • Target groups that the product can satisfy in a superior way • Position the product so that the product market recognises the company's distinctive brand 2.2. Identify brand <ul style="list-style-type: none"> • Use packaging, and labelling to describe the product, attract attention and promote product • Use labelling to identify the brand 2.3. Use brand-building tools <ul style="list-style-type: none"> • Identify the objectives of brand-building • Identify the brand-building tools to build brand • Evaluate the expected performance of brand-building tools • Select the suitable brand-building tools for target groups 3. Use brand-building tools effectively <ul style="list-style-type: none"> • Compare the expected and actual performance of the selected brand to examine the extent to which objectives are achieved • Provide recommendation and make adjustment(if appropriate) • Use brand-building tools effectively to achieve pre-determined objectives
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of applying the knowledge of STP to position products • Capable of using relevant brand-building tools to build brands
Remark	