

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

Title	Assess product performance
Code	105265L4
Range	This unit of competency is applicable to practitioners in the import and export in comparing product performance with competitors, assessing product performance, and taking steps to enhance product performance.
Level	4
Credit	5 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> <li>1. Possess knowledge of product management <ul style="list-style-type: none"> <li>• Apply the concept product marketing (i.e., product, pricing, place and promotion) to assess product performance</li> <li>• Employ a wide range of pricing tools (e.g., cost-plus pricing, skimming, limit pricing, market-oriented pricing, penetration pricing, price discrimination, premium pricing, contribution margin-based pricing, target pricing, marginal-cost pricing, value-based pricing)</li> </ul> </li> <li>2.1. Collect trade history of products <ul style="list-style-type: none"> <li>• Collect trade and supply data on specific products from external sources</li> <li>• Collect relevant data to evaluate the actual product performance, including past, current, and forecast trend from internal sources</li> </ul> </li> <li>2.2. Conduct performance analysis <ul style="list-style-type: none"> <li>• Identify market trends in sales activities</li> <li>• Identify factors that influence sales activities, including price, place, and promotion</li> <li>• Compare internal sales activities with competitors across brands and product categories</li> <li>• Determine alterations to stock level, distribution channels, and promotional activities</li> <li>• Examine impact of alterations in stock and price against the pre-determined product marketing strategies</li> </ul> </li> <li>3. Assess product performance <ul style="list-style-type: none"> <li>• Determine the standard of product performance, e.g., production costs, revenue from sales, profit from sales, distribution costs, and promotional expenses</li> <li>• Determine the variations between current and desirable performance</li> <li>• Prepare information and provide report on product performance</li> <li>• Provide recommendations to enhance product performance</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable of collecting relevant information to conduct performance analysis</li> <li>• Capable of determining standard and assessing product performance</li> <li>• Capable of providing recommendation to enhance product performance</li> </ul>
Remark	