

**Unit of Competency**

**Functional Area: Sales and Merchandising**

Title	Provide recommendations to enhance or develop products
Code	105266L4
Range	This unit of competency is applicable to practitioners in the import and export industry. It involves the application of product knowledge to provide recommendation to enhance products or develop new products.
Level	4
Credit	4 (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>• Evaluate product features and product benefits</li> <li>• Use a wide range of information to identify gap</li> </ul> </li> <li>2. Identify product gap                             <ul style="list-style-type: none"> <li>• Identify competitors and their products</li> <li>• Compare their product features and product benefits</li> <li>• Identify the desirable product features and product benefits of the target market</li> <li>• List all the features and benefits of the existing products</li> <li>• Highlight the gaps between existing product features and desirable product features</li> <li>• Take steps to fill the product gaps</li> <li>• Provide recommendations to enhance the products or develop new products to meet customer needs</li> </ul> </li> <li>3. Specify product requirements                             <ul style="list-style-type: none"> <li>• Define customer needs or market requirements</li> <li>• Specify requirements to create new products or modify existing products that provide new or additional benefits to customers</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 identifying product gaps</li> <li>• Capable of providing recommendations to fill product gaps</li> </ul>
Remark	