

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

Title	Make branding decisions
Code	105318L5
Range	This unit of competency is applicable to practitioners in the import and export industry to identify the challenges of branding and make appropriate branding decisions to establish product prominence in the market.
Level	5
Credit	7 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> <li>1. Possess knowledge of a branding <ul style="list-style-type: none"> <li>• Evaluate the concept of branding critically, e.g., six levels of meaning: attribute, benefit, value, culture, personality, and user</li> <li>• Employ relevant tools to make key decision in branding, e.g., brand-sponsor decisions, brand-name decisions, brand-strategy decisions, and brand-reposition decisions</li> </ul> </li> <li>2.1. Identify branding challenges <ul style="list-style-type: none"> <li>• Identify the outcomes of branding (e.g., establish significant and differentiated products, attract customers, and retain customers)</li> <li>• Identify product attributes such as quality, features, style and design to create a unique image for the product</li> <li>• Use name, term, sign, symbol and/or design to create a unique name for the product</li> </ul> </li> <li>2.2. Evaluate the brand equity <ul style="list-style-type: none"> <li>• Evaluate the brand equity(e.g., the extent of brand loyalty, name awareness, and perceived quality)</li> <li>• Evaluate the assets associated with brand(e.g., patents, trademarks, and channel relationships)</li> </ul> </li> <li>2.3. Create unique name and image for the products <ul style="list-style-type: none"> <li>• Review the association between brand name and product features</li> <li>• Review the pronunciation and recognition of the brand name</li> <li>• Review the extendibility of the brand name</li> <li>• Make a choice of brand name taking into consideration for critical success factors, such as ease of translation into foreign languages, distinctiveness, and the ability to register without infringement of existing brand names</li> </ul> </li> <li>3. Make branding decision effectively <ul style="list-style-type: none"> <li>• Create a unique image and name for the product</li> <li>• Make effective branding decision to establish product prominence in the market</li> <li>• Make effective branding decision to attract new customers and retain loyal 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 the challenges of branding</li> <li>• Capable of evaluating the brand equity</li> <li>• Capable of making branding decisions</li> </ul>
Remark	