

Unit of Competency

Functional Area: Sales and Merchandising

Title	Select brand extension strategies
Code	105319L5
Range	This unit of competency is applicable to practitioners in the import and export industry to select appropriate brand extension strategies to achieve the company's marketing objectives.
Level	5
Credit	7 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Possess knowledge of brand strategies <ul style="list-style-type: none"> • Identify a list of brand strategies • Evaluate the usefulness of such brand strategies as line extensions (existing brand name extends to new lines), brand extensions (brand names extend to new products), multi-brands (new brand names introduced to existing products), and new brands (new brand names for new products) 2.1. Identify the pros and cons of brand extension strategies <ul style="list-style-type: none"> • Identify the benefits of brand extension strategies • Identify the cons of brand extension strategies 2.2. Evaluate and select extension strategies <ul style="list-style-type: none"> • List the company's target groups • Examine the position of the products • Evaluate the effectiveness of the brand extension strategies • Select strategies for brand extension 3. Use effective brand extension strategies <ul style="list-style-type: none"> • Identify the marketing objectives of the company • Examine the expected outcomes of the selected brand extension strategies • Align the brand extension strategies with marketing objectives • Provide recommendation to select effective brand extension strategies
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of identifying the pros and cons of each brand extension strategy • Capable of evaluating the effectiveness of brand extension strategies • Capable of selecting suitable brand extension strategies
Remark	