

Specification of Competency Standards
for the Manufacturing Technology Industry
Unit of Competency

Functional Area - Sales, Marketing and Customers Management

Title	Implement targeted market research plan
Code	106371L2
Range	This unit of competency is applicable to all kinds of markets and sales departments of Manufacturing Technology Industry corporations. Practitioners should be capable to apply all kinds of market research skills, and collect all aspects of data and information of the target market.
Level	2
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand relevant knowledge of the targeted market research <ul style="list-style-type: none"> • Understand corporate market research plan • Understand market research objectives • Understand market research methods • Understand corporate market information system 2. Implement targeted market research plan <ul style="list-style-type: none"> • According to aims of the market research plan, effectively communicate with different departments of the corporation • Collect valuable market information internally • Collect in-depth target market information by applying internet and corporate marketing database systems • Effectively apply all kinds of market research methods to collect market information, such as questionnaire and interview • Consolidate, manage and keep the collected market information appropriately 3. Professional handling of implement targeted market research plan <ul style="list-style-type: none"> • Unless authorised, never disclose, transfer or resale while handling the data of target market research • When implementing target market research plan, the corporate benefits must be leveraged
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to based on the target market research plan, collect useful and accurate market information internally and market sector, and compile targeted market research reports.
Remark	