

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

Functional Area - Sales, Marketing and Customers Management

Title	Formulate target market survey plan
Code	106463L4
Range	This unit of competency is applicable to the markets and sales departments of the Manufacturing Technologies Industries. Practitioners should be capable to formulate market research plans in accordance with the development strategies, and help the corporation to complete the market survey
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand relevant knowledge of formulating target market survey plan <ul style="list-style-type: none"> • Understand the emphasis of business development and business promotion, such as introduction of new products, market situation research, brand image research and sales marketing promotion • Understand the target market environment and competition conditions • Understand the categories, characteristics and requirements of target customers • Understand the market share and market position of the corporation • Understand the corporate market information system, and its applications on market research • Understand the scope and methodology of market survey 2. Formulate target market survey plan <ul style="list-style-type: none"> • Analyse the characteristics and demand of different customers, and target the main customers • Formulate effective target market research program, including the objectives, modalities, procedures and effective methods of evaluation of market surveys • Manage and supervise the implementation of target market survey plan • Integrate all kinds of market information, analyse target market survey report 3. Professional handling of formulating target market survey plan <ul style="list-style-type: none"> • When considering the formulating target market survey program, the overall interests of the corporation must be protected • Ensure the objectives set by market survey plan meet the relevant legal compliance
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to formulate effective target market survey plan in accordance with the corporate development strategies • Capable to manage and supervise the market survey plan implementation situation and analyse market survey report
Remark	