

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

Functional Area - Sales, Marketing and Customers Management

Title	Formulate market exploration plan
Code	106464L4
Range	This unit of competency is applicable to the markets and sales departments of the Manufacturing Technologies Industries. Practitioners should be capable to master market orientation and all kinds of information, meet the corporate market expansion strategy and formulate market exploration plan
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand relevant knowledge of formulating market exploration plan</p> <ul style="list-style-type: none"> <li>• Recognise corporate development strategies</li> <li>• Understand corporate development strategies</li> <li>• Understand the characteristics of the corporation and their products</li> <li>• Understand target market environment and competition condition, the development potential of target market, market sales structure, existing market orientation and market life cycle</li> <li>• Understand the market-oriented theory, including marketing combination of applications, consumer and business market analysis techniques, consumer's psychological consumption mode and leading organizations and institutions of product markets</li> <li>• Understand the division of sales environment and the market, including different product distribution channels and sales pricing methods and strategies</li> <li>• Understand the characteristics and applications of different marketing promotion media</li> <li>• Understand the purpose and features of different industrial fair</li> </ul> <p>2. Formulate market exploration plan</p> <ul style="list-style-type: none"> <li>• Through market survey report, analyse the characteristics and demand of target customers</li> <li>• Analyse market-orientation, identify the marketing and publicity purposes and design market expansion program</li> <li>• Base on the corporate financial budget allocation, formulate market exploration plan, including formulating the product marketing combination, participating in different fairs, setting product prices and sales strategies, and through all kinds of different product marketing channels to explore markets</li> <li>• Manage and supervise market expansion plan's implementation</li> <li>• In accordance with the market exploration plan, jointly arrange suitable training with human resources department and relevant departments to market exploration implement personnel and front-line promotion staff</li> <li>• Formulate market performance indicators</li> <li>• Evaluate the market promotion effectiveness and carry out sustained improvement</li> </ul> <p>3. Professional handling of formulating market exploration plan</p> <ul style="list-style-type: none"> <li>• When considering the formulating market exploration plan, the overall interests of the corporation must be protected</li> <li>• Ensure the objectives set by market exploration plan meet the relevant legal compliance</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable to analyse the latest market information, meet the corporate development and formulate market expansion plans</li> </ul>

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Remark	
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