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

Functional Area - Sales, Marketing and Customers Management

Title	Implement market exploration plan
Code	106465L4
Range	This unit of competency is applicable to the markets and sales departments of the Manufacturing Technologies Industries. Practitioners should be capable to understand the products market environment and effectively implement market exploration plan
Level	4
Credit	3 （For Reference Only）
Competency	Performance Requirements 1. Understand relevant knowledge of implementing market exploration plan • Recognise the format and main point of product promotion presentation • Recognise the product development trends • Recognise the market theory • Understand the terminology and proper nouns of Manufacturing Technology Industry • Understand the market concepts, including market divided purpose, corporate products positions, market fundamentals variables and the basic marketing strategy • Understand the consumers' purchasing and decision-making patterns • Understand different evaluations on the corporation and product in the markets, and the past effectiveness of market exploration 2. Implement market exploration plan • Implement market exploration plan, such as organising exhibition fairs, arranging for all types of advertisement and promote products at the exhibition • Communicate with all market exploration companies and advertising companies, compile and amend the relevant market development writings • Evaluate the market promotion effectiveness and report to management 3. Professional handling of implementing market exploration plan • Unless authorised, never disclose, transfer or resale while handling the data of market exploration plan • When implementing market exploration plan, the corporate benefits must be leveraged.
Assessment Criteria	The integrated outcome requirements of this unit of competency are: • Capable to implement the market exploration plan and assist the completion of market exploration targets • Capable to report the market promotion effectiveness to management and provide recommendations
Remark	