

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

Functional Area - Sales, Marketing and Customers Management

Title	Set up and maintain market information management system
Code	106565L5
Range	This unit of competency is applicable to the IT departments of the Manufacturing Technologies Industries. Practitioners should be capable to master the knowledge of different electronic platforms and channels, set up the market information management system
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand relevant knowledge of set up and maintaining market information management system</p> <ul style="list-style-type: none"> • Understand the database management and relevant knowledge of setting • Understand relevant knowledge of market information system, such as internal reporting system, market intelligence collection system and market data analysis system • Understand the market information classification, such as market demand information, competition information, customers and end-users information, and relevant information of suppliers and partners • Understand knowledge of network system combination of the corporate market information system and other corporate computer systems • Understand the relevant laws and regulations of the market information management and privacy of international and the government of operationing regions <p>2. Set up and maintain market information management system</p> <ul style="list-style-type: none"> • Classify the scope of market information needs, such as business, warehousing, finance, customers and sales • Set up corporate market information system to collect market information, combine and synchronise with other computer systems and automatically collect market information and carry out classification • Communicate effectively with different departments, develop the necessary information analysis programs and all kinds of forms • Manage and continuously improve the corporate market information system <p>3. Professional handling of set up and maintaining market information management system</p> <ul style="list-style-type: none"> • Unless authorised, never disclose, transfer or resale while handling the all kinds of market information • Ensure the formulated market information management system meets 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 set up and maintain market information management system in accordance with different departments, and also combine all kinds of computer systems to automatically collect, classify and analyse market information
Remark	