

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

Functional Area - Business Strategies

Title	Reveal market culture, conditions and competition environment of Mainland China and foreign countries
Code	106597L6
Range	This unit of competency is applicable to each corporation of Manufacturing Technology Industry. Practitioners should be capable to reveal global market conditions, analyse each market data and information of market research, make recommendations on strategic market expansion and target markets which will benefit the corporations.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of market conditions and competition environment analysis</p> <ul style="list-style-type: none"> • Know the importance and methods of market research. • Know the market analysis methods, such as PEST analysis. • Understand the corporate product characteristics, sales target and advantages of manufacturing technology and operation management. • Understand economic development environment and trend of different markets, including Europe, America, Japan, Mainland China, and other emerging markets such as the Middle East, India, South Asia, Russia, South America, South Africa. • Understand different political environment and legislative and regulatory requirements. • Understand cultural backgrounds and custom of different markets. • Understand different market competitors background and overall competitive environment. <p>2. Reveal market culture conditions and competition environment of Mainland China and foreign countries</p> <ul style="list-style-type: none"> • Market research targets, including markets and future development targets • Carry out market research with corporate resources • Base on market research result, analyse the opportunities and risk of cross-sectorial or cross-regional development • Analyse development potentials and development direction of different markets • Make recommendations on strategic market development <p>3. Professional handling of revealing market culture conditions and competition environment of Mainland China and foreign countries</p> <ul style="list-style-type: none"> • Ensure corporate policies meet the latest situation development • Follow legislation of each country to protect the interests of the corporation
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to collect relevant information of economic development environment and trend of different markets, carry out research and evaluation for corporate future development. • Capable to analyse market research result, and make recommendations on strategic market development.
Remark	