

Specification of Competency Standards
for the Property Management Industry
Unit of Competency

Functional Area - Repair, Maintenance & Improvement of a Property

Title	Develop strategically and sustainably the building, building facilities and services, and devise market analysis and benchmarking
Code	110465L7
Range	Works of building improvement and enhancement, applicable to development of buildings, building services and facilities strategically and sustainably, and devising market analysis and benchmarking
Level	7
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Research on development strategy, market analysis and benchmarking</p> <ul style="list-style-type: none"> • Research on the development strategy and direction of sustainable development of buildings, building services and facilities • Integrate the knowledge of market research analysis and benchmarking strategies <p>2. Devise overall improvement and enhancement of properties</p> <ul style="list-style-type: none"> • Be able to research on market trends, the development potential of properties, the latest developments and technologies of building services, the functions of various new facilities, the improvement of construction technology and other factors, and then strategically develop or improve properties in line with the expectations of clients or owners • Be able to understand the expectations of clients or owners, mapping with the development strategy of the organisation and the market development, and devise the best improvement or enhancement plan for the property • Be able to research on government policies and regional development plans, and create sustainable development strategies and directions that can be adapted to regional development <p>3. Lead market analysis and benchmarking</p> <ul style="list-style-type: none"> • Be able to lead and implement the market analysis and benchmarking of property development, review the positioning of the property, the strengths or weaknesses of building services or facilities, and devise the continuous improvement and enhancement plan of the property
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Be able to conduct research on the development strategy and direction of sustainable development of buildings, building services and facilities, integrate the knowledge of market research analysis and benchmarking strategies; • Be able to comprehensively analyse market trends, property development potential and other factors, strategically develop or improve properties in line with the expectations of clients or owners, be able to research on government policies and regional development plans, and create sustainable development strategies and directions that can be adapted to regional development and • Be able to lead and implement the market analysis and benchmarking of the property development, review the positioning, strengths or weaknesses of the property, and devise the continuous improvement and enhancement of the property.
Remark	