

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

Functional Area - Property Management Services for Owners, Tenants & the Community

Title	Develop strategically the quality management system, market analysis and positioning
Code	110494L7
Range	Develop quality management system, applicable to developing strategically the quality management system, market analysis and positioning
Level	7
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Competency in research on quality management, quality standard and market positioning</p> <ul style="list-style-type: none"> • Competency in research and synthesis of quality management system, quality standards, market analysis and positioning <p>2. Development strategies of quality management and market positioning</p> <ul style="list-style-type: none"> • Be able to conduct research on the development strategies of the organisation, strategically develop the quality management system, and lead the organisation to improve service quality in line with organisation development mission • Be able to comprehensively analyse market trends, social and economic developments, and use market research or benchmarking to creatively establish key successful factors and performance indicators of the organisation • Be able to lead the organisation to implement market positioning analysis, innovate service content and quality standards, thereby establishing the goals and vision of the quality management system and driving market development • Be able to research and develop strategies for the quality management system, lead the implementation in the organisation, regularly review the effectiveness and make continuous improvements
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Be competent in research and comprehensive analysis of quality management system, quality standards, market analysis and positioning; • Be able to conduct research and develop strategies for the organisation, strategically develop the quality management system, and lead the organisation to improve service quality to meet the development mission of the organisation; • Be able to lead organisation to conduct market research or benchmarking, innovate service content and quality standards, establish the goals and vision of the quality management system, and drive market development; and • Be able to strategically lead the research and development of the quality management system, lead the implementation of the system, regularly review the effectiveness and make continuous improvements in the organisation.
Remark	