

Specification of Competency Standards
for the Printing and Publishing Industry
Unit of Competency

1. Title	Master print product market strategy formulation
2. Code	PPPRCR502A
3. Level	5
4. Credit	12
5. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Understand environmental factors affecting print product market strategy and position</p> <ul style="list-style-type: none"> ◆ Understand present position and development trend of politics, economy, technology, society, environmental protection and fashion ◆ Assess influence of such environmental factors on print product market strategy and position <p>5.2 Master customer and competitor in printing market</p> <ul style="list-style-type: none"> ◆ Analyze market share of lithographic, intaglio, relief and screen printing ◆ Evaluate present position and development trend of customer and competitors in printing market <p>5.3 Master cycle of printing market</p> <ul style="list-style-type: none"> ◆ Master demand and supply cycle of printing market and appropriate marketing <p>5.4 Set market strategy and position</p> <ul style="list-style-type: none"> ◆ Understand procedure and methods for formulating printing market strategy ◆ Make use of printing market strategy analyzing tools ◆ Position company effectively in the market by means of effective printing market strategy

6. Range	Make use of printing market strategy analyzing tools to formulate effective market strategy and effectively position the company in the market and perform related tasks for the management in marketing department and sales department.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to make use of printing market strategy analyzing tools to formulate effective market strategy and effectively position the company in the printing market.
8. Remarks	The credit value of this unit of competency is based on the assumption that the learner has knowledge of printing enterprise operation and management.