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

1. Title	Develop new market for printing services
2. Code	PPPRCR602A
3. Level	6
4. Credit	15
5. Competency	<table><tr><td colspan="2" align="center">Performance Requirements</td></tr><tr><td>5.1 Master printing operation of new market</td><td>♦ Understand legal requirement of new market territory ♦ Analyze social and cultural features, regional tradition and trend of new market ♦ Know printing operation characteristics of new market ♦ Evaluate mode of operation and position of printing service operators in new market ♦ Master ways, strategy and skills for developing new market for printing business according to major regional features</td></tr><tr><td>5.2 Master logistics support and information technology for remote competition</td><td>♦ Master ways of using logistics support and information technology to reduce geographical distance in order to compete with local printing enterprises</td></tr><tr><td>5.3 Master culture, language and values of market</td><td>♦ Compare cultures, languages and values of different places ♦ Break through cultural, language and values barriers of a market</td></tr></table>

	5.4 Master printing enterprise risk management	♦ Understand theory and methods of assessing risk to printing enterprise ♦ Master adequate credit intelligence of printing enterprise and risk management measures for reducing business risk
	5.5 Formulate strategy for developing new market	♦ Formulate strategy for new market development based on characteristics of new market and according to development strategy of printing enterprise
6. Range	Formulate strategy for market development based on characteristics of new market and according to development strategy of printing enterprise and perform related tasks for the management in sales department and marketing department.	
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to formulate strategy for market development based on characteristics of new market and according to development strategy of printing enterprise	
8.Remarks	The credit value of this unit of competency is based on the assumption that the learner has knowledge of printing enterprise market management.	