

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

1. Title	Formulate publishing market analysis plan
2. Code	PPPUMK502A
3. Level	5
4. Credit	12
5. Competency	<p style="text-align: right;"><u>Performance Requirements</u></p> <p>5.1 Understand SWOT analysis of publishing enterprise ♦ Understand analysis of strengths, weaknesses, opportunities and threats of publishing enterprise in relevant publishing market</p> <p>5.2 Understand publishing enterprise competitiveness analysis ♦ Understand how to enhance competitiveness of publishing enterprise</p> <p>5.3 Formulate publishing market analysis plan ♦ Formulate publishing market analysis plan by making use of market analysis tools and with reference to market factors and competitiveness of enterprise</p>
6. Range	Formulate market analysis plan and perform related tasks in a publishing enterprise.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to formulate publishing market analysis plan by making use of market analysis tools and with reference to market factors and competitiveness of enterprise.

8.Remarks	The credit value of this unit of competency is based on the assumption that the learner has knowledge of publishing market management.
-----------	--