

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Collect market information
Code	105040L2
Range	This unit of competency (UoC) is applicable to staff responsible for market research in the retail industry. It covers the abilities to collect information related to retail market research under supervision in daily working environment.
Level	2
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of collecting market information <ul style="list-style-type: none"> • Understand the established market research methods and procedures of the organization • Understand various channels of collecting market information, e.g.: <ul style="list-style-type: none"> • Clients • Information media of the retail industry (e.g. newspaper, magazine, white paper, seminar, meeting, facebook fan page, etc.) • Professional organizations /industrial bodies • Related government departments • Understand the importance of collecting market information to corporate business development • Know about ways of collecting market information and their pros and cons 2. Collect market information <ul style="list-style-type: none"> • Carry out preparations for the collection of market information, including: <ul style="list-style-type: none"> • Understanding the plan, purpose and objectives of market research of the organization • Confirming the methods used for collecting market information, e.g. questionnaire survey (street interview, by telephone, fax and email) , interview, online survey, social media observation and on-the-spot/actual measurement, mystery shopper, etc. • Preparing resources/tools required, e.g. computer, telephone, the internet, stamps, envelopes, video conferencing, suggestion box, etc. • Confirm and use reliable source of information in accordance with the corporate guidelines and legal requirements, e.g. the Copyright Ordinance • Prepare information collection tools, e.g.: <ul style="list-style-type: none"> • Survey questionnaires • Survey forms • Email content template • Collect and process market information in accordance with the corporate guidelines and requirements of the Personal Data (Privacy) Ordinance, e.g.: <ul style="list-style-type: none"> • Choose suitable samples • Conduct interviews • Send out emails/postal questionnaires • Collect, verify and consolidate survey data returned • Process the market information collected properly according to the organizational procedures and refer to related persons to handle 3. Exhibit professionalism <ul style="list-style-type: none"> • Use correct methods to collect market information of the retail industry • Use the right attitude and way to collect market information
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Carry out preparations for the collection of market information under supervision and clearly understand the purpose of the market research proposal of the organization; and • Process the market information and related personal data properly according to the requirements of the Personal Data (Privacy) Ordinance.
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