

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Implement a market research proposal
Code	105052L4
Range	This unit of competency (UoC) is applicable to staff responsible for market research in the retail industry. It covers the abilities to conduct planning and research on products, services or processes; and apply a series of market research skills to implement a market research proposal according to the market research objectives and strategies of the organization.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of market research <ul style="list-style-type: none"> • Understand the organization’s market research needs and objectives for products/services • Master the established market research proposal and strategies of the organization • Master all kinds of market research skills and methods, e.g. questionnaire survey and mystery shopper • Master the functions, advantages and limitations of market information system/internet/social media • Understand the established format and specifications of the organization for market research report • Understand factors affecting market research results 2. Implement a market research proposal <ul style="list-style-type: none"> • Implement preliminary work for market research according to the established market research proposal of the organization, including: <ul style="list-style-type: none"> • Mastering the research objectives • Identifying the source of information • Checking past research reports and expected results • Checking the information obtained from customers and suppliers • Coordinate and manage the market research progress • Select a market research method best suited the requirements of the organization, e.g.: <ul style="list-style-type: none"> • Questionnaire survey (traditional method/ online survey) • Interview (telephone/face-to-face) • Focus group • Identify survey target group and source of information according to the established market research proposal • Choose appropriate IT or network system to collect and analyze market research information for products/services • Compile a market research report and record the survey findings according to the established format and standards of the organization 3. Exhibit professionalism <ul style="list-style-type: none"> • Handle the survey findings in a professional manner to ensure their accuracy and applicability so as to prevent any misleading information
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Apply appropriate market research skills and methods to implement a market research proposal according to the organization’s market research objectives; and • Apply information technology to analyze market research information and compile a market research report to highlight the key points.
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