

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Formulate brand promotion strategies
Code	105060L5
Range	This unit of competency (UoC) is applicable to staff responsible for formulating sales and promotion strategies in the retail industry. It requires analysis, evaluation, planning and management. It covers the abilities to formulate brand promotion strategies in order to enhance the organization's brand image and increase sales amount according to the organization's business development direction.
Level	5
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of brand image <ul style="list-style-type: none"> • Master the overall brand image and marketing strategies • Understand the organization's objectives and purposes for building the brand of the product • Understand various channels and types of brand building e.g. by creating own brands, by agents, by distributors, by acquisition of brands, etc. • Master various methods and media of brand promotion and their characteristics, e.g. <ul style="list-style-type: none"> • Network media (e.g. Internet, social media, etc.) • Traditional advertising (e.g. television, newspaper, magazines, etc.) • Window display design, posters, commodity display design, etc. • Master the current situation and development of the overall retail industry, including: <ul style="list-style-type: none"> • Trend of market development • Consumer psychology • Competitors' mode of operation • Characteristics and performance of the same type of products • Overall business environment, etc. • Understand the functions, characteristics, strengths and weaknesses, etc. of the products of the organization • Master various kinds of analytical skills and methods, e.g. SWOT (strength, weakness, opportunity and threat), PESTEL (political, economic, social, technical, environmental and legal factors), etc. • Understand the plans and related requirements of the government and the industry with regard to brand certification, e.g. intellectual property, the Made in Hong Kong Mark Scheme, etc. 2. Formulate brand strategies <ul style="list-style-type: none"> • Formulate the objectives and purposes for brand building (e.g. new and existing products) • Analyze the development trend of the retail market and the condition of economic environment • Collect and analyze market environment information in order to confirm share of target market • Assess and analyze customers' attitude towards and perception of the product brand • Analyze the market positioning of the product brand • Review and analyze the effectiveness of past marketing activities and give improvement suggestions • Assess and analyze the effectiveness and applicability of various kinds of marketing media, and select the appropriate media for brand promotion and publicity • Formulate new brand strategies, e.g.: <ul style="list-style-type: none"> • Enhance brand awareness • Increase sales channels • Strengthen publicity and promotional activities • Formulate sustainable brand development strategies • Ensure that the formulated brand strategies fit in with the overall image and development need of the organization • Regularly review the effectiveness of brand promotion strategies, and optimize them as needed 3. Exhibit professionalism <ul style="list-style-type: none"> • Respect intellectual property and avoid infringement acts when formulating brand strategies for the organization

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Follow the organization's business development policies to formulate brand promotion strategies in order to enhance the brand image of the products and the organization; and• Regularly review the effectiveness of brand strategies and make adjustments as needed.
Remark	