

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Forecast product sales performance
Code	105061L5
Range	This unit of competency (UoC) is applicable to staff responsible for product promotion and inventory management in the retail industry. It covers the abilities to analyze, evaluate and consolidate information; forecast product sales performance in order to formulate the business planning process and boost the sales.
Level	5
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of product sales performance forecast <ul style="list-style-type: none"> • Understand the importance of forecasting sales performance of products to the organization, e.g.: <ul style="list-style-type: none"> • Increase cash flow • Control inventory • Analyze sales model and trend • Have an in-depth understanding on target customers and products of the organization • Master the information required for product sales performance forecast, including: <ul style="list-style-type: none"> • Previous and current product sales reports • Previous and current inventory records for products • Relevant information of competitors • Retail market analysis • Customer survey • Previous forecast reports • Understand different types of forecasting methods and skills, e.g.: <ul style="list-style-type: none"> • Market factors index • Chain ratio method • Overall market demand • Understand factors affecting the accuracy of product sales performance forecast 2. Forecast product sales performance <ul style="list-style-type: none"> • Perform preliminary work for product sales performance <ul style="list-style-type: none"> • Confirm the forecast period (e.g. short-term, mid-term or long-term) • Collect information, both internal and external • Analyze factors affecting the accuracy of forecast, including: <ul style="list-style-type: none"> • Seasonality of business • Political events • Consumer income • Seasonal or climatic change • Change in economic environment • Conduct product sales performance forecast <ul style="list-style-type: none"> • Consolidate and analyze collected information and forecast the business operation and development trend of the retail market and the effects • Apply the quantitative and qualitative analytical skills to forecast the product sales performance of the organization • Compile a product sales forecast report according to the established standards of the organization • Analyze and compare regularly the discrepancies between the actual sales performance and the sales forecast and their reasons, and keep record of relevant information for future reference 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure the accuracy and actuality of the content of report when forecasting sales performance

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Use appropriate forecasting methods and skills to collect and analyze relevant information, forecast product sales performance and assist in formulating sales planning strategies; and• Analyze the discrepancies between the actual sales performance and the sales forecast and their reasons, and adjust the sales plan accordingly.
Remark	