

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Operation Planning and Marketing Strategy

Title	Conduct market research and analysis
Code	107153L4
Description	Apply market research methods to collect, organize and analyze the information of supply and demand. The research could provide accurate information to support the corporate marketing strategy.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Develop the plan and solution for market research <ul style="list-style-type: none"> • Set the research content including: <ul style="list-style-type: none"> ○ Market environment, market demand, competitors, products, sales, advertising effectiveness • Identify the purpose of research including: <ul style="list-style-type: none"> ○ Exploratory investigation, descriptive investigation, causality investigation, predictive survey • Select appropriate investigative methods, including interview surveys, online surveys, telephone surveys, observation surveys, experimental surveys, etc. • Establish appropriate investigation procedures and schedules • Arrange budget for related costs including: <ul style="list-style-type: none"> ○ Data collection, questionnaire design, printing costs ○ Staff cost for field investigation ○ Data entry , statistical and processing cost ○ Cost for report writing, printing and binding 2. Develop questionnaire according to the market research program <ul style="list-style-type: none"> • Develop the structure of the questionnaire including: fill in the form, the questionnaire number, the information submitted by the investigator, the background information of the investigator • Develop questions, methods of asking questions and order of questions 3. Conduct sampling investigation <ul style="list-style-type: none"> • According to the characteristics of the survey, select the appropriate sampling method to ensure the effectiveness and reliability of the survey 4. Perform field investigation and quality control <ul style="list-style-type: none"> • Understand the precautions for identifying field surveys to establish an implementation plan • Arrange the assignment of investigators • Perform quality control 5. Collect, consolidate and analyze data <ul style="list-style-type: none"> • Execute survey data processing: check, enter, chart presentation • Perform data analysis 6. Exhibit professionalism

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	<ul style="list-style-type: none">• Comply with the Personal Data (Privacy) Ordinance when collecting data
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none">• Identify the meaning and function of market research and explain the relationship between market research and marketing and business decision-making processes.• Develop, arrange and implement market surveys as needed• Analyze the data
Remark	