

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Operation Planning and Marketing Strategy

Title	Develop data optimization marketing plan
Code	107160L6
Description	According to the business strategy and development plan of corporate, develop data optimization marketing plan to provide customers' needs of personalized products and services.
Level	6
Credit	12 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the advantages of data analysis</p> <ul style="list-style-type: none"> • Manage different business and cross-channel data and integrate different marketing and database systems within corporate • Consolidate data processing to deliver massive personal information in a short period of time • Segment data to facilitate the set tailored personal consumer contents for marketing <p>2. Define key areas of data optimization marketing plan</p> <ul style="list-style-type: none"> • Integrate with data from internet with the internal data within the corporate to accurately understand the customers' behavior • Use the appropriate tools to centralize, structure and standardize the raw data into useful information • Segment customers with similar characteristics into different attributes by clustering • Based on the measurement and analysis of the characteristics of the target group, evaluate and optimize the marketing plan before implementation • Improve marketing efficiency: continuously collect and analyze data. Apply statistical systems to analyze marketing channels with different types, time and location. <p>3. Develop data optimization marketing plan</p> <ul style="list-style-type: none"> • Review and analyze corporate sales performance indicators to identify areas where data systems are available for application • Introduce the most suitable data optimization system to the corporate • Assess the impact of data optimization systems on the retail business such as increased sales, additional costs, etc. <p>4. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the developed data optimization marketing plan could comply with the policies and legal requirements from the authorities. • Prevent any use of internal data for fraudulent acts
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Develop data optimization marketing plan in line with the needs and objectives of the corporate • Analyze data trend, application areas and potential security threats to develop effective contingency plan.
Remark	