

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Sales, Marketing and Multi-channel Sales Management

Title	Collect market information
Code	111239L2
Range	This unit of competency (UoC) is applicable to staff responsible for market research in the retail industry. Practitioners have the ability to collect information related to retail market research under supervision in daily working environment.
Level	2
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of collecting market information</p> <ul style="list-style-type: none"> • Understand the established market research methods and procedures of the organisation • Understand various channels of collecting market information, e.g.: <ul style="list-style-type: none"> ○ Clients ○ Information media of the retail industry (e.g. newspaper, magazine, white paper, seminar, meeting, Facebook fan page, etc.) ○ Professional organisations / industrial bodies ○ Related government departments • Understand the importance of collecting market information to corporate business development • Know about ways of collecting market information and their pros and cons • Know about customer online survey, establish information reporting mechanism and implement guidelines <p>2. Collect market information</p> <ul style="list-style-type: none"> • Carry out preparations for the collection of market information, and collect relevant information in accordance with corporate guidelines and legal requirements (e.g. Personal Data (Privacy) Ordinance, Equal Opportunities Ordinance and the Anti-discrimination Ordinance, Copyright Ordinance, Competition Ordinance, Trade Descriptions Ordinance), including: <ul style="list-style-type: none"> ○ Understanding the plan, purpose and objectives of market research of the organisation ○ Confirming the methods used for collecting market information (e.g. survey, interview, online survey, social media observation and on-the-spot / actual measurement, mystery shopper) ○ Preparing resources/tools required (e.g. computer, telephone, the internet, stamps, envelopes, video conferencing, suggestion box) ○ Confirm and use reliable source of information (e.g. customers) in accordance with the corporate guidelines and legal requirements (e.g. the Copyright Ordinance) ○ Prepare information collection tools (e.g. Survey questionnaires, Survey forms, Email content template) • Collect and process market information in accordance with the corporate guidelines and requirements of the Personal Data (Privacy) Ordinance, e.g.: <ul style="list-style-type: none"> ○ Choose suitable samples ○ Conduct interviews ○ Send out emails / postal questionnaires ○ Collect, verify and consolidate survey data returned

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	<ul style="list-style-type: none">• Process the market information collected properly according to the organisational procedures and refer to related persons to handle <p>3. Exhibit professionalism</p> <ul style="list-style-type: none">• Ensure legal collection of market information of the retail industry
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none">• Carry out preparations for the collection of market information under supervision and clearly understand the purpose of the market research proposal of the organisation; and• Process the market information and related personal data according to the requirements of the Personal Data (Privacy) Ordinance.
Remark	<p>This UoC is adopted from 105040L2.</p>