

Specification of Competency Standards
for the Retail Industry
Unit of Competency

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

Title	Implement strategies for brand promotion and multi-channel sales management
Code	111242L3
Range	This unit of competency (UoC) is applicable to staff responsible for brand promotion in the retail industry. Practitioners have the ability to effectively implement the brand promotion strategies established by the organisation in order to help it build an ideal brand image and strengthen its business development.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of brand promotion</p> <ul style="list-style-type: none"> • Understand the established branding and marketing strategies of the organisation • Understand the organisation's purpose and target for building a brand • Understand the essentials for successful brand promotion, e.g.: <ul style="list-style-type: none"> ○ Product image with the public ○ Trend ○ Preference of the target group of customers ○ Product features ○ Product design and packaging ○ Product price ○ Product functions, features and benefits • Understand the strengths and weaknesses of the organisation in multi-channel retail • Understand customer pain points, introduce new technology to provide convenience to customers, and enhance corporate image • Understand government regulations and legal norms on product sales and promotion (e.g. all food safety and drug legislations, labelling legislation (nutritional facts and allergens), Trade Descriptions Ordinance, Personal Data (Privacy) Ordinance, Equal Opportunities Ordinance and the Anti-discrimination Ordinance, Copyright Ordinance, Competition Ordinance) • Understand the implementation guidelines of the promotion and ensure its smooth operation • Understand characteristics and success factors of multi-channel sales management strategies <p>2. Implement strategies for brand promotion and multi-channel sales management</p> <ul style="list-style-type: none"> • Confirm the purpose of building a product brand • Master the essentials for building brand image, including: <ul style="list-style-type: none"> ○ Brand identity ○ Brand positioning ○ Pledge of the brand ○ After-sales service • Assist in building brand publicity channels to facilitate the publicity and promotional activities, e.g.: <ul style="list-style-type: none"> ○ Internal promotion (e.g. staff training and awareness) ○ External promotion (e.g. brand, trademark, design) • Implement brand promotional activities and plan, including: <ul style="list-style-type: none"> ○ Publicity and promotional activities ○ Schedule ○ Media publicity portfolio (e.g. online / graphic)

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	<ul style="list-style-type: none"> ○ Customer service promotion ● Assess and review the actual effectiveness of the branding strategy and make optimisation suggestions ● Understand the market trend, develop modes and ways of promotion proactively and try new promotional ideas/methods <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> ● Handle and follow up customer inquiries on special offers and promotions ● Do not use discriminative wording in advertisements or promotional activities to avoid breaching the discrimination-related ordinances, e.g. the Sex Discrimination Ordinance, the Disability Discrimination Ordinance and the Race Discrimination Ordinance ● Ensure that customers can get correct and adequate information during promotion
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ● Understand the implementation mechanism and guidelines of special offers and discounts, and implement relevant product brand promotion according to the established branding strategies of the organisation in order to achieve the established target of the organisation for brand building; ● Assess and review regularly the effectiveness of brand promotion at different stages (e.g. customer's buying cycle) and give suggestions for improvement accordingly; ● Assess the target results, master the strategies or practice of market competitors and predict the impact/effect on the organisation; and ● Analyse data and devise the promotion workflow, and master the returns and results of implementing brand promotion.
Remark	This UoC is adopted from 105044L3. The UoC title is revised.