

Specification of Competency Standards
for the Retail Industry
Unit of Competency

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

Title	Implement a market research proposal
Code	111251L4
Range	This unit of competency (UoC) is applicable to staff responsible for market research in the retail industry. Practitioners have the ability to apply a series of market research skills to implement a market research proposal according to the market research objectives and strategies of the organisation.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of market research</p> <ul style="list-style-type: none"> • Understand the organisation's market research needs and objectives for products / services • Master the established market research proposal and strategies of the organisation • Master all kinds of market research skills and methods, e.g. questionnaire survey and mystery shopper • Master the functions, advantages and limitations of market information system/internet/social media • Understand the established format and specifications of the organisation for market research report • Understand factors affecting market research results <p>2. Implement a market research proposal</p> <ul style="list-style-type: none"> • Implement preliminary work for market research according to the established market research proposal of the organisation, including: <ul style="list-style-type: none"> ○ Mastering the research objectives ○ Identifying the source of information ○ Checking past research reports and expected results ○ Checking the information obtained from customers and suppliers • Coordinate and manage the market research progress • Select a market research method best suited the requirements of the organisation, e.g.: <ul style="list-style-type: none"> ○ Questionnaire survey (traditional method/ online survey) ○ Interview (telephone/face-to-face) ○ Focus group • Identify survey target group and source of information according to the established market research proposal • Choose appropriate IT or network system to collect and analyse market research information for products / services • Compile a market research report and record the survey findings according to the established format and standards of the organisation <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Handle the survey findings to ensure their accuracy and applicability so as to prevent any misleading information
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Apply appropriate market research skills and methods to implement a market research proposal according to the organisation's market research objectives; and

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	<ul style="list-style-type: none">• Apply information technology to analyse market research information and compile a market research report to highlight the key points.
Remark	This UoC is adopted from 105052L4.