

Specification of Competency Standards
for the Retail Industry
Unit of Competency

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

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| Title | Formulate brand promotion and multi-channel sales management strategies |
| Code | 111259L5 |
| Range | This unit of competency (UoC) is applicable to staff responsible for formulating brand promotion and multi-channel sales management strategies in the retail industry. Practitioners have the ability to formulate brand promotion and multi-channel sales management strategies in order to enhance the organisation's brand image and increase sales amount according to the organisation's business development direction. |
| Level | 5 |
| Credit | 6 (For Reference Only) |
| Competency | <p>Performance Requirements</p> <p>1. Understand the knowledge of brand image</p> <ul style="list-style-type: none"> • Master the overall brand image and multi-channel sales management strategies • Understand the organisation's objectives and purposes for building the brand of the product • Understand various channels and types of brand building (e.g. by creating own brands, by agents, by distributors, by acquisition of brands) • Master various methods and media of brand promotion and their characteristics, e.g. <ul style="list-style-type: none"> ○ Network media <ul style="list-style-type: none"> ▪ Public domain traffic (e.g. Instagram, HKTVMall, Taobao) ▪ Private domain traffic (e.g. the platforms or channels such as self-media and user groups that can connect with users) ○ Traditional advertising (e.g. television, newspaper, magazines) ○ Window display design, posters, commodity display design, etc. • Master the current situation and development of the overall retail industry, including: <ul style="list-style-type: none"> ○ Trend of market development ○ Consumer psychology ○ Competitors' mode of operation ○ Characteristics and performance of the same type of products ○ Overall business environment, etc. • Understand the functions, characteristics, strengths and weaknesses, etc. of the products of the organisation • Master various kinds of analytical skills and methods (e.g. Strengths, Weaknesses, Opportunities and Threats (SWOT), Political, Economic, Social, Technical, Environmental and Legal factors (PESTEL) analysis) • Understand the plans and related requirements of the government and the industry with regard to brand certification (e.g. intellectual property, the Made in Hong Kong Mark Scheme) <p>2. Formulate brand promotion and multi-channel sales management strategies</p> <ul style="list-style-type: none"> • Formulate the objectives and purposes for brand building (e.g. new and existing products) • Analyse the development trend of the retail market and the condition of economic environment • Collect and analyse market environment information in order to confirm share of target market • Assess and analyse customers' attitude towards and perception of the product brand • Analyse the market positioning of the product brand |

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| | <ul style="list-style-type: none"> • Review and analyse the effectiveness of past marketing activities and give improvement suggestions • Assess and analyse the effectiveness and applicability of various kinds of marketing media, and select the appropriate media for brand promotion and publicity • Formulate new brand strategies, e.g.: <ul style="list-style-type: none"> ○ Enhance brand awareness ○ Increase sales channels ○ Strengthen publicity and promotional activities • Formulate sustainable brand development strategies • Ensure that the formulated brand strategies fit in with the overall image and development need of the organisation • Regularly review the effectiveness of brand promotion strategies, and optimise them as needed <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Respect intellectual property and avoid infringement acts when formulating brand promotion and multi-channel sales management strategies for the organisation |
| Assessment Criteria | <p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Follow the organisation's business development policies to formulate brand promotion and multi-channel sales management strategies in order to enhance the brand image of the products and the organisation; and • Regularly review the effectiveness of brand promotion and multi-channel sales management strategies and make adjustments as needed. |
| Remark | <p>This UoC is adopted from 105060L5. The UoC title is revised.</p> |