

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Sales and Marketing

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| Title | Know about the Basic Knowledge of the Timepiece Market |
| Code | 104907L1 |
| Range | This unit of competency (UoC) is applicable in timepiece companies. It covers the abilities to know about the general situation of the timepiece market, and apply such knowledge in job duties related to the sales, marketing, operation, design, product development and technical research of timepieces. |
| Level | 1 |
| Credit | 3 (for reference only) |
| Competency | <p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about the general situation of the timepiece market <ul style="list-style-type: none"> • Know about Hong Kong's watch and clock industry, such as: <ul style="list-style-type: none"> • Its position, role and export value in the retail industry • Types of products (quartz watch, mechanical watch, digital watch, clock, etc.) • Agents and distributors of major types of timepieces • Know about the major export markets of local timepiece, such as: <ul style="list-style-type: none"> • The countries of major export markets and timepiece brands • The demand in the export markets • The purchasing power and development potential of the export markets • Understand the local market of Hong Kong timepieces, such as: <ul style="list-style-type: none"> • The names of major local agents, distributors and retail shops, the area of distribution and types of the sales of products • The number of tourists visiting Hong Kong every year and their consumption figure in timepieces • Major and potential consumers' preference and demand • The effect of Mainland policy of the Individual Visit Scheme 2. Understand the general operation of the timepiece market <ul style="list-style-type: none"> • Understand the general operation of the timepiece market and perform sales and marketing duties of timepieces 3. Exhibit professionalism <ul style="list-style-type: none"> • Employ interpersonal communication skills to establish and maintain quality customer service relations |
| Assessment Criteria | <p>The integrated outcome requirement of this UoC the ability to:</p> <ul style="list-style-type: none"> • Understand the general situation of the timepiece market, so as to obtain relevant information, and to apply such information in job duties related to the sales, marketing, operation, design, product development and technical research of timepieces. |
| Remark | |