

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Implement Marketing Plans for Timepiece Products
Code	104915L3
Range	This unit of competency (UoC) is applicable in timepiece companies. It covers the abilities to apply marketing techniques to implement marketing plans, so as to achieve the sales target of the organization.
Level	3
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of marketing timepiece products <ul style="list-style-type: none"> • Know about the sales channels of timepiece products • Know about the market demand and trends • Know about the advantages and disadvantages of the organization's products • Know about the market positioning of the brands and customers' taste • Know about the competitors and their sales practice • Understand the concept of foreign exchange risk • Know about the market information system of timepiece products 2. Implement timepiece product marketing plans <ul style="list-style-type: none"> • Corporate with marketing department to arrange marketing activities according to the marketing plan formulated by the organization • Train the frontline team to apply timepiece product marketing techniques e.g. negotiation techniques, finding target customers and sales promotion techniques • Use information technology and the internet to sell timepiece products • Review the implementation flow of the marketing plan • Assess the performance of the marketing plan 3. Exhibit professionalism <ul style="list-style-type: none"> • Do not use discriminative wording in advertisements or marketing 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 the marketing activities
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Master timepiece product marketing techniques; and • Implement marketing plans so as to achieve the sales target of the organization, and communicate effectively with relevant departments.
Remark	