Unit of Competency

Functional Area: Sales and Marketing

Title	Implement Market Research Plans
Code	104916L3
Range	This unit of competency (UoC) is applicable in timepiece companies. It covers the abilities to collect timepiece product market research information, and apply market research techniques to implement market research plans according to the requirements of the organization, so as to achieve the market research objectives set by the organization.
Level	3
Credit	9 (for reference only)

Competency	Performance Requirements
	1. Possess the knowledge of market research techniques for timepiece products
	• Understand the objectives of market research for timepiece products, e.g.:
	  • Know about the strengths and weaknesses of existing brands or products
	  • Understand the positioning of the organization's brands or products in customers' hearts
	• Understand the marketing methods to promote the sales of timepiece products
	• Understand the market research methods for timepiece products
	• Understand the market information system for timepiece products
	2. Implement market research plans
	• Implement market research plans according to corporate objectives, including:
	  • Determining market research objectives
	  • Understand the market positioning of the brand
	• Implement market research and communicate and coordinate with other departments
	• Use market research methods, e.g.:
	  • questionnaire
	  • interview
	• Use information technology and the internet to collect market research information on timepiece products
	3. Exhibit professionalism
	• Collect market research information according to the Personal Data (Privacy) Ordinance to protect the customers' interest

Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Collect market research information on timepiece products in the organization and from the market according to the requirements of the organization; and • Apply market research techniques to implement timepiece product market research plans, so as to achieve the market research objectives set by the organization, and report to the higher level.
Remark	