

Specification of Competency Standards of the Watch & Clock Industry

**Unit of Competency**

**Functional Area: Sales and Marketing**

Title	Assess the Comprehensive Marketing Plan
Code	104922L5
Range	This unit of competency (UoC) is applicable in timepiece companies. It covers the abilities to make in-depth analysis and assessment for the comprehensive marketing plan for timepiece products, submit the relevant report as well as data and information to the management for adjustment of the marketing plan, so as to meet the market demand and for the organization's reference when formulating future marketing and development strategies.
Level	5
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Understand the situation of timepiece market <ul style="list-style-type: none"> <li>• Understand the situation of timepiece market, including: <ul style="list-style-type: none"> <li>• Local market, Mainland market, each target overseas market, etc.</li> <li>• The development potential, marketing structure, current market orientation and market life cycle of each target market, etc.</li> </ul> </li> </ul> </li> <li>2. Assess the comprehensive marketing plan <ul style="list-style-type: none"> <li>• Assess the marketing plans of each target market in accordance with the objectives of the organization</li> <li>• Assess the comprehensive marketing plan according to relevant performance requirements</li> <li>• Submit the relevant report as well as data and information to the management for adjustment of the marketing plan, so as to meet the market demand and for the organization's reference when formulating future marketing and development strategies</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Ensure that customers can get correct and adequate information during the marketing activities</li> <li>• 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</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Assess the result of the comprehensive marketing plan of the organization (for local market, Mainland market and overseas market);</li> <li>• Adjust the marketing plan according to the assessment result, so as to meet the market demand; and</li> <li>• Submit the assessment report on the comprehensive marketing plan as well as data and information to the management for the organization's reference when formulating future marketing and development strategies.</li> </ul>
Remark	