

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Formulate Comprehensive Marketing Strategies and Performance Requirements
Code	104924L6
Range	This unit of competency (UoC) is applicable in timepiece companies. It covers the abilities to analyze the entire market (overseas and local markets) to develop systematic and innovative comprehensive marketing strategies, so as to enhance the target market's (overseas and local markets) knowledge in the organization and its timepiece products as well as the popularity of the organization and to promote the sales of the products.
Level	6
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the concept of comprehensive marketing and the operation of the sales system <ul style="list-style-type: none"> • Understand the concept of comprehensive marketing and the operation of the sales system and conduct in-depth analysis on different markets to determine the marketing and sales methods • Understand market environment and factors of competition 2. Formulate comprehensive marketing strategies and performance requirements <ul style="list-style-type: none"> • Formulate comprehensive marketing strategies (for overseas and local markets) <ul style="list-style-type: none"> • Expand the market and attract new customers apart from identifying new customers apart from identifying target customers • Know how to maintain existing customers and use Relationship Marketing to explore new sources of customers • Master good communication skills to explore overseas market • Develop various marketing portfolios, prepare budgets according to the financial status of the organization and prioritize marketing projects • Establish comprehensive marketing performance requirements to review marketing results • Master the results and information of all marketing plans, and to analyze and develop future marketing strategies • Manage the entire marketing strategies to ensure they are in harmony and conduct assessment 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure that customers can get correct and adequate information during promotion • Do not use discriminative wording in advertisements or promotional activities to avoid breaching the discrimination-related ordinances, e.g. the Sex Discrimination Ordinance, the Disability Discrimination Ordinance and the Race Discrimination Ordinance
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Submit a comprehensive marketing plan (for overseas and local markets) to the management, so as to promote the organization's market development plan and business strategies, and to enhance the popularity of the organization as well as the markets' knowledge in the organization and expand the market share; and • Establish comprehensive marketing performance requirements to review marketing results, so as to analyze and formulate future marketing strategies.
Remark	