

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Brand Management

Title	Formulate a Promotion Plan for a Franchised Brand
Code	104949L5
Range	This unit of competency (UoC) is applicable to brand building or promotion of timepiece products. It covers the abilities to thoroughly understand the terms and conditions of brand franchise and formulate a promotion plan for it, so as to create a successful franchised brand.
Level	5
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of franchised brand <ul style="list-style-type: none"> • Understand the sales strategies of a franchised brand • Understand ways of promotion, e.g. advertisement, sales promotion, sales team and direct selling • Possess legal knowledge related to timepiece brand franchise • Understand brand franchise agreement and confirm the franchisee's promotion resources and standard 2. Formulate a promotion plan for a franchised brand <ul style="list-style-type: none"> • Conduct market research and analysis to understand the market and customer needs • Formulate and launch promotion and advertising activities according to the franchise agreement and franchisee's promotion standard, so as to support the development of the organization • Monitor and review the effectiveness of promotion, and make adjustments accordingly 3. Exhibit professionalism <ul style="list-style-type: none"> • The promotion plan formulated for the franchised brand should not violate the franchise agreement
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate a promotion plan for a franchised brand to achieve the sales purpose; and • Review the effectiveness of the promotion plan and make adjustments accordingly.
Remark	