

Specification of Competency Standards of the Watch & Clock Industry

**Unit of Competency**

**Functional Area: Brand Management**

Title	Formulate an Original Brand Promotion Plan
Code	104950L5
Range	This unit of competency (UoC) is applicable to brand building or promotion of timepiece products. It covers the abilities to formulate a comprehensive promotion plan according to the characteristics of an original brand, so as to establish the original brand.
Level	5
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge of original brand promotion <ul style="list-style-type: none"> <li>• Understand the characteristics of the organization's original brand</li> <li>• Understand the business strategies for an original brand</li> <li>• Understand ways of promotion, e.g. advertisement, sales promotion, sales team and direct selling</li> </ul> </li> <li>2. Formulate an original brand promotion plan <ul style="list-style-type: none"> <li>• Set targets for brand promotion according to the organization's brand promotion plan</li> <li>• Master the characteristics of an original brand to ensure the theme of promotion or the image design match the expectation of the target group of customers</li> <li>• Confirm the content of brand promotion kit, e.g.: <ul style="list-style-type: none"> <li>• Manual</li> <li>• Information leaflet</li> <li>• Price list</li> <li>• Label</li> </ul> </li> <li>• Confirm ways of promotion (direct selling, advertisement, exhibition, web promotion)</li> <li>• Confirm the frequency and timetable of promotion activities</li> <li>• Estimate cost and budget</li> <li>• Review the effectiveness of the promotion activities regularly and adjust the plan if necessary</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Promote originality and respect intellectual property to prevent plagiarization, so as to avoid individual person and the organization to fall into the trap of infringement</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>• Formulate original brand promotion plan to achieve the sales purpose; and</li> <li>• Review the effectiveness of the promotion plan and make improvement measures.</li> </ul>
Remark	