

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Brand Management

Title	Build Timepiece Product Brand Image
Code	104951L5
Range	This unit of competency (UoC) is applicable to sales management or marketing of timepiece products. It covers the abilities to tie in with the corporate goals and business strategies to build brand image for timepiece products, so as to achieve the sales target and foster customer's loyalty to timepiece products of the organization.
Level	5
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of timepiece products brand image <ul style="list-style-type: none"> • Understand basic principles of marketing and branding of timepiece products • Understand the definition of brand image design <ul style="list-style-type: none"> • Design brand image according to consumer's feelings and the organization's own aesthetic pursuit • Brand is the symbol of status and strength • Good brand image leaves customers with subjective impressions, affecting their buying preferences when making product choices • Brand is an important basis for customers to make product choices • Understand the uniqueness of the organization's timepiece product brands and their difference with similar products 2. Build timepiece product brand image <ul style="list-style-type: none"> • Analyze and assist in research and development of competition strategies for timepiece product brands, including the organizational structure, market status, competitive prices, etc. • Build a marketing team for timepiece product brands to execute and follow up the marketing strategies and plan • Use the 4Ps marketing strategy and method (i.e. product, price, promotion and place) to assist in researching and building timepiece product brand image • Use timepiece brand attributes, such as: packaging, name, history, credibility, etc., to arouse the preference of potential customers and build the brand image of a timepiece product in customer's mind • Arrange different ways of promotion and cause the customers imperceptibly to prefer the brands of the organizations • Build, develop, review and enhance the corporate and timepiece product image 3. Exhibit professionalism <ul style="list-style-type: none"> • Respect intellectual property to prevent plagiarization, so as to avoid individual person and the organization to fall into the trap of infringement
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Successfully build brand image of timepiece products of the organization by using marketing strategies, so as to achieve the sales target and establish customer's confidence in the timepiece products of the organization.
Remark	