

Specification of Competency Standards of the Watch & Clock Industry

**Unit of Competency**

**Functional Area: Brand Management**

Title	Establish Partnerships with Brand Distributors
Code	104952L5
Range	This unit of competency (UoC) is applicable to brand building or promotion of timepiece products. It covers the abilities to extend a brand, find partners to jointly develop the brand and explore more distribution channels. The practitioners should possess good communication skills and be able to establish partnerships with timepiece distributors or dealers.
Level	5
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge in establishing partnerships with brand distributors <ul style="list-style-type: none"> <li>• Understand the corporate branding strategies</li> <li>• Understand the market positioning of the sales of different brands and the characteristics of the target group of customers</li> <li>• Understand the relationship of brand distribution and dealers</li> <li>• Possess contract negotiation skills and legal knowledge related to contract</li> <li>• Understand common difficulties/problems in the cooperation with brand distributors</li> <li>• Understand the responsibilities of both the organization and the brand distributors</li> <li>• Understand the skills of establishing good partnerships with the brand distributors</li> </ul> </li> <li>2. Establish partnerships with brand distributors <ul style="list-style-type: none"> <li>• Establish partnerships with brand distributors</li> <li>• Conduct studies to confirm the strength and reputation required of the partners</li> <li>• Establish promotion and distribution channels with the brand distributors</li> <li>• Cooperate with the brand distributors to provide assistance for the organization, such as training, brand design, marketing ways</li> <li>• Draft the partnership agreement terms and conditions</li> <li>• Establish good partnerships with the distributors on the basis of mutual trust according to corporate policy and requirements</li> <li>• Regularly review the performance of the distributors in respect of the agreement, and report to the management</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Enter into a partnership with a distributor with the prerequisite that the benefit of the organization will not be harmed, in order to achieve a win-win situation</li> <li>• Act in a professional way to prevent any abuse of power or corruption, such as abuse/misappropriation of the organizational assets and theft</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>• Employ negotiation skills to work out the terms and conditions for cooperation; and</li> <li>• Monitor the performance of distributors continuously and take improvement measures accordingly.</li> </ul>
Remark	