

Specification of Competency Standards of the Watch & Clock Industry

**Unit of Competency**

**Functional Area: Brand Management**

Title	Formulate Brand Sales Strategies
Code	104954L5
Range	This unit of competency (UoC) is applicable to brand building or promotion of timepiece products. It covers the abilities to formulate brand sales strategies, so as to achieve the sales purpose.
Level	5
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge of brand sales <ul style="list-style-type: none"> <li>• Understand branding and marketing strategies of the organization</li> <li>• Understand the purpose and target of brand sales</li> <li>• Understand various brand sales channels, e.g.: <ul style="list-style-type: none"> <li>• Web media</li> <li>• Traditional advertising media</li> </ul> </li> <li>• Understand the timepiece development trend, consumer psychology, competitors and product features</li> <li>• Understand the characteristics, functions and advantages of the branded products</li> </ul> </li> <li>2. Formulate brand sales strategies <ul style="list-style-type: none"> <li>• Set the brand sales purpose and target</li> <li>• Analyze the timepiece market and economic situation</li> <li>• Collect and analyze market information to confirm the market share</li> <li>• Analyze customers' attitude and impression on the branded timepiece products</li> <li>• Analyze brand position in the market trend</li> <li>• Analyze the effectiveness of previous marketing activities and sales channels, and suggest improvement measures</li> <li>• Re-establish brand sales strategies, e.g.: <ul style="list-style-type: none"> <li>• Increase brand awareness</li> <li>• Increase sales channels</li> <li>• Strengthen promotion/advertising activities</li> </ul> </li> <li>• Review the effectiveness of the brand sales strategies regularly and make adjustments when necessary</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Do not use discriminative wording in brand sales activities and advertisements to avoid breaching the discrimination-related ordinances, e.g. the Sex Discrimination Ordinance, the Disability Discrimination Ordinance and the Race Discrimination Ordinance</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 brand sales strategies according to the corporate brand image; and</li> <li>• Review the effectiveness of the sales strategies and suggest improvement measures.</li> </ul>
Remark	