

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Brand Management

Title	Formulate Branding Strategies for Timepieces
Code	104955L6
Range	This unit of competency (UoC) is applicable in branding or marketing work for timepieces. It covers the abilities to use professional knowledge in branding and brand management strategy to lead the team to formulate branding strategies for timepieces.
Level	6
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of branding strategies for timepieces <ul style="list-style-type: none"> • Understand the importance of building timepiece brands • Sales performance and profits • Development of other relevant businesses • Corporate image • Master branding knowledge in timepiece products • Understand consumer orientation, including: <ul style="list-style-type: none"> • The impact of trends and culture on consumer behavior • Changes in consumption pattern and the cause of changes • Understand the value and profundity of brands • Understand the trends of international timepiece brands 2. Formulate branding strategies for timepieces <ul style="list-style-type: none"> • Analyze different aspects of the timepiece market and formulate sales strategies • Communicate with overseas timepiece brand agents, including: <ul style="list-style-type: none"> • Formulate marketing strategy for timepiece brand agents • Formulate sales plan for overseas timepiece brand agents • Formulate original timepiece branding strategies, including: <ul style="list-style-type: none"> • Formulate branding positioning and relevant strategies • Establish the image and value of the brands • Establish the quality of the products/services • Integrate operations, sales and product strategies • Formulate brand management and marketing strategies, including: <ul style="list-style-type: none"> • Master brand management methods • Establish sales channels for the brands • Apply relevant legislations on the intellectual property of the brands and products, including: <ul style="list-style-type: none"> • Understand the importance of intellectual property to brands • Understand the legal protection for relevant brands • Branding strategy management <ul style="list-style-type: none"> • Ensure that the building of brands is the long-term objective of corporate development • Master the core value of the brand itself • Consistently maintain the brand image and product quality • Monitor the suitability of the strategy during the implementation process • Rectify decision-making problems during the implementation process • The timepiece branding strategies formulated enforce the competitive edge of the brands of the organization and attract potential customers to buy 3. Exhibit professionalism <ul style="list-style-type: none"> • Respect intellectual property and avoid infringement of intellectual property when formulating timepiece branding strategies
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Use the specific knowledge of branding strategies and the brand management policy to formulate concrete plans for timepiece branding strategies (original timepiece brands or timepiece brands introduced from overseas); and • Formulate brand management and marketing strategies to enhance the image and value of the brand itself.
Remark	