

**Specification of Competency Standards for the Automotive Industry**  
**Unit of Competency**

|               |  |
|---------------|--|
| 1. Title      | Implement market research plan   |
| 2. Code       | AUSDCN305A   |
| 3. Range      | This unit of competency is applicable in workplaces relevant to the market research of vehicle products (such as vehicle, parts and repairing services). Practitioners should be capable to collect market research information on vehicle products. They should also be capable to effectively employ market research techniques to implement market research plan according to the organisation's requirements to accomplish its market research targets.  |
| 4. Level      | 3  |
| 5. Credits    | 9(for reference only)  |
| 6. Competency | <p style="text-align: center;"><b><u>Performance Requirements</u></b></p> <p>6.1 Market research techniques for vehicle products</p> <ul style="list-style-type: none"> <li>◆ Understand the objectives of market research for vehicle products, such as: <ul style="list-style-type: none"> <li>• Understand the pros and cons of current brands or products</li> <li>• Understand the position of one's own brands or products graded by customers</li> </ul> </li> <li>◆ Understand the marketing methods that can tie in with the sales of vehicle products</li> <li>◆ Understand the market research methods for vehicle products</li> <li>◆ Understand the market information system for vehicle products</li> </ul> |

|                        |   |
|------------------------|---|
|                        | <p>6.2 Implement market research plan</p> <ul style="list-style-type: none"> <li>◆ Effectively implement market research plan according to organisational targets, including: <ul style="list-style-type: none"> <li>• Identify the targets for market research</li> <li>• Understand the market positioning of brands</li> </ul> </li> <li>◆ Carry out market research duty as well as communicate and coordinate with other departments</li> <li>◆ Apply market research methods, such as: <ul style="list-style-type: none"> <li>• Questionnaires</li> <li>• Interviews</li> </ul> </li> <li>◆ Make use of information technology and the internet to collect market research information on vehicle products</li> </ul> |
| 7. Assessment Criteria | <p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to collect market research information on vehicle products from the public and staff of the organisation according to organisational requirements; and</p> <p>(ii) Capable to effectively employ market research techniques to implement market research plan for vehicle products to accomplish the company's market research targets and report to supervisor.</p>  |
| 8. Remarks             |   |