

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Sales and Marketing

Title	Purchase new vehicles
Code	108584L4
Range	This unit of competency is applicable to the merchandisers in the department of vehicle sale. Practitioners should be able to make purchase orders of new vehicles that can meet market demand according to organisational purchasing strategy, including the style and quantity of vehicles as well as qualified accessories to match with organisational operation and development.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (The characteristics of vehicles and actual market situation)</p> <ul style="list-style-type: none"> • Master the latest information of different vehicle types, such as characteristics, market price and demand. • Good understand of needs and purchasing power of customers. • Good understand of the models of product to be provided by vehicle manufacturers. • Good understand of the specification of vehicles and the regulations governing the sale of vehicles. • Master the purchasing procedure for vehicles and the handling of respective documents. • Good understand of the market positioning of the organisation and its affordable resources and risks. • Good understand of the factors affecting the purchasing quantity, such as economic condition, the customers' acceptability of the vehicle brand, track record on sale, customer feedbacks on exhibitions or promotion activities, and the movements of same level competitors. • Master local requirements on vehicle specification and regulations on sale. <p>2. Performance (Purchase new vehicles)</p> <ul style="list-style-type: none"> • Liaise with vehicle manufacturer to provide information actively on the regulations and environmental requirements of Hong Kong. • Close contact with the vehicle manufacturer to acquire the marketing strategy of the vehicle brand and the positioning of the product; and request developing suitable vehicle model for Hong Kong market. • Negotiate for best terms and conditions of product supply to fit organisational interests with the manufacturer, such as price, product supply period and the least supplying quantity. • According to established purchasing strategy, make purchase order of new vehicle in terms of style and quantity that meet market demand, such as the category and performance of vehicle, body colour, engine capacity and category, transmission system, vehicle upholstery and accessories. • Apply from senior management for the capital required, and fix the exchange rate beforehand accordingly. • Purchase approved accessories or value-added facilities that meet the specifications of the manufacturer from local factory. • Complete import and transaction documents as well as internal documentary records according to relevant regulations governing the sale of vehicles. • Provide relevant information to the sales and marketing department for the planning of promotion activities.

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	<ul style="list-style-type: none"> • Apply the established contingency procedures to cope with special incidents, such as shortage of supply or sudden change of exchange rate. • Notify the sales department, maintenance department and parts department, etc. for the advance respective preparation and corresponding measures. • Review the effectiveness of the purchasing procedure, and be capable of making suggestions for adjustment and improvement.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are that the practitioner being assessed shall prove that he/she is:</p> <ul style="list-style-type: none"> • Capable of making purchase order of new vehicles that can meet market demand according to established purchasing strategy, including the style and quantity of vehicles, to meet organisational operation and development; • Capable of making purchase order of qualified products from local market according to the items of accessories approved by the manufacturer; • Capable of coping with special incidents according to established organisational contingency procedures; and • Capable of making suggestions to optimise the respective procedures according to the effectiveness in the purchase of vehicles.
Remark	<p>The credits value of this unit of competency assumes that the practitioner concerned has already possessed the knowledge of purchasing, vehicles and relevant regulations.</p>