

Specification of Competency Standards for the Retail Industry
Units of Competency for ‘Sales, Marketing and Multi-channel Sales Management’

1. Title	Implement a market research proposal
2. Code	111251L4
3. Range	This unit of competency (UoC) is applicable to staff responsible for market research in the retail industry. Practitioners have the ability to apply a series of market research skills to implement a market research proposal according to the market research objectives and strategies of the organisation.
4. Level	4
5. Credit	6 (for reference only)
6. Competency	<p>Performance Requirements</p> <p>6.1 Understand the knowledge of market research</p> <ul style="list-style-type: none"> ◆ Understand the organisation’s market research needs and objectives for products / services ◆ Master the established market research proposal and strategies of the organisation ◆ Master all kinds of market research skills and methods, e.g. questionnaire survey and mystery shopper ◆ Master the functions, advantages and limitations of market information system/internet/social media ◆ Understand the established format and specifications of the organisation for market research report ◆ Understand factors affecting market research results <p>6.2 Implement a market research proposal</p> <ul style="list-style-type: none"> ◆ Implement preliminary work for market research according to the established market research proposal of the organisation, including: <ul style="list-style-type: none"> ● Mastering the research objectives ● Identifying the source of information ● Checking past research reports and expected results ● Checking the information obtained from customers and suppliers ◆ Coordinate and manage the market research progress ◆ Select a market research method best suited the requirements of the organisation, e.g.: <ul style="list-style-type: none"> ● Questionnaire survey (traditional method/ online survey) ● Interview (telephone/face-to-face) ● Focus group ◆ Identify survey target group and source of information according to the established market research proposal ◆ Choose appropriate IT or network system to collect and analyse market research information for products / services ◆ Compile a market research report and record the survey findings according to the established format and standards of the organisation <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ◆ Handle the survey findings to ensure their accuracy and applicability so as to prevent any misleading information
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ◆ Apply appropriate market research skills and methods to implement a market research proposal according to the organisation’s market research objectives; and ◆ Apply information technology to analyse market research information and compile a market research report to highlight the key points.
8. Remark	This UoC is adopted from 105052L4.