

1. Title	Carry out market analysis and forecast for air-conditioning and refrigeration equipment
2. Code	EMACMS501A
3. Range	Apply a broad range of technical and professional knowledge and skills to carry out market analysis and forecast for air-conditioning and refrigeration equipment in the office or work sites by analyzing, reformatting and evaluating all kinds of information.
4. Level	5
5. Credit	12
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 knowledge of market analysis and forecast</p> <ul style="list-style-type: none"> <li>◆ Understand the formulation of market research plan</li> <li>◆ Understand the design of questionnaire</li> <li>◆ Understand the organization of market research activities</li> <li>◆ Understand customers' behaviour pattern and decision for buying air-conditioning and refrigeration equipment</li> <li>◆ Understand the method of forecasting air-conditioning and refrigeration equipment sales</li> </ul> <p>6.2 Methods and procedures of air-conditioning and refrigeration equipment market analysis and forecast</p> <ul style="list-style-type: none"> <li>◆ Organize market research for the air-conditioning and refrigeration equipment, including: <ul style="list-style-type: none"> <li>• Formulating a plan for the market research</li> <li>• Conducting the market research</li> <li>• Compiling a report for the market research</li> </ul> </li> <li>◆ Carry out market analysis for the air-conditioning and refrigeration equipment, including: <ul style="list-style-type: none"> <li>• Analyzing the opportunities and challenges brought to the company by the air-conditioning and refrigeration equipment sales market</li> <li>• Adopting appropriate sales strategy according to customer's buying behaviour and process</li> </ul> </li> <li>◆ Carry out market forecast for air-conditioning and refrigeration equipment, including: <ul style="list-style-type: none"> <li>• Calculating the potential sales volume of the overall market and regional market of the air-conditioning and refrigeration equipment</li> <li>• Forecasting the market sales volume of the air-conditioning and refrigeration equipment</li> </ul> </li> </ul>

	<p>6.3 Professionalism in air-conditioning and refrigeration equipment market analysis and forecast</p> <ul style="list-style-type: none"> <li>◆ Carry out air-conditioning and refrigeration equipment market analysis and forecast according to the code of practice</li> </ul>
<p>7. Assessment Criteria</p>	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> <li>(i) Capable to apply a broad range of technical and professional knowledge and skills to complete market analysis and forecast for air-conditioning and refrigeration equipment by analyzing, reformatting and evaluating all kinds of information.</li> </ul>
<p>8. Remarks</p>	<p>The credit value of this unit of competency is set on the presumption that the person already possesses general knowledge of air-conditioning and refrigeration system and sales.</p>