

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Design

Title	Identify client's brand strategy
Code	108077L4
Description	Identify the brand strategy of the client and its relationship with their fashion products. This applies to individuals who are required to understand how the clients define themselves and decide how fashion designs can fit the values and brand positioning of the clients.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the subject area</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • understand branding and the role of a brand for business performance • understand key elements of brand strategy • relate brand strategy to the product lines and services <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • determine characteristics of target customers of the client's brand • identify the client's brand vision which serves to reveal its promise to its customers • review products and services offered by the client and relate them to its brand positioning • explore the marketing efforts made by the client in promoting its brand image • determine what the client's brand strategy implies to the organisation <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • show sensitivity towards the implications of business activities on brand building (e.g. green initiative, social responsibility)
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Identification of the client's brand strategy and infusion of the strategic elements of client's brand in the design of fashion products and service offerings.
Remark	