

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Design

Title	Identify potential market demand for design work
Code	108079L4
Description	Identify potential market demand for fashion design work through examining the market and industry trends. This applies to individuals who are required to analyse market and industry trends to explore and identify market needs and niches for fashion designs.
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 how market and industry trends are related to fashion design • describe the information required for market potential analysis • evaluate the market and industry information (e.g. market research data) to identify market opportunities available for design offers <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • retrieve information that can provide an overview of market and industry trends (e.g. size of the market, economic trends, consumer and buyer behaviour of fashion products) • analyse market and industry information to locate potential market demand and opportunities available for design offers (e.g. new client sectors) • develop methods to interpret and relate newly identified market opportunities to own design offers <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • keep pace with the market and industry changes • consider the brand image and corporate values at all times
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Identification of potential market demand and opportunities for fashion design work through examining the ongoing market and industry trends.
Remark	