

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Design

Title	Evaluate commercial viability of fashion design
Code	108096L5
Description	Evaluate viability of new fashion design from commercial perspective. This applies to individuals who are required to have a preliminary assessment of the market acceptance for a new fashion design and its commercial value for meeting the sales / business target.
Level	5
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"> • identify the sales / business target of the fashion business • identify business practices, past products and records of commercial success • identify target market needs, expectations and preferences for fashion design • understand the methods of test marketing and others in evaluating market acceptance of fashion products • relate commercial value of a fashion design to the sales / business target <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • identify the target customer and sales / business target • determine the evaluation activities that may include a review of past sales / customer feedback records, customer survey, test marketing • coordinate the evaluation activities with related parties (e.g. sales, vendor) • arrange the preparation of test fashion items for commercial evaluation • review evaluation results to determine commercial value or viability of fashion design and make adjustment when required <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • ensure that artistic and commercial considerations are balanced in the evaluation • minimise commercial risk of launching a new fashion design
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Balancing the artistic and commercial considerations in the evaluation as well as minimising commercial risk of launching a new fashion design.
Remark	