

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Merchandising & Material Procurement

Title	Propose new designs / products
Code	108160L4
Description	Propose new fashion design / product to the client. This applies to individuals who are required to explore new business opportunities by proposing the new designs / products of a fashion business to its clients.
Level	4
Credit	2
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"> • illustrate the content of a fashion product proposal • explain the success factors of a fashion product proposal • understand the profile of a client and their needs for new designs / products • employ a range of specialised techniques for developing and presenting a product proposal to a client <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • solicit new designs / products that have the sales potential from various sources (e.g. designer, vendor) • determine the needs of clients for new designs / products • develop a proposal of new designs / products with features, benefits and specifications to the target client • present the design / product proposal to the target client through the most effective means (e.g. meeting in a showroom) • solicit views and opinions of the target client regarding the new designs / products • consult related parties to make adjustments to the original designs / products based on the client's feedback • record the feedback and communications so as to report the client's preferences for future reference <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • demonstrate the features of new designs / products that would enhance a client's product profile or business performance • conduct a systematic analysis of clients' feedback about new designs / products so as to obtain a better understanding of their preferences
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Development of a proposal of new designs / products to the potential client so as to explore new business opportunities.
Remark	