

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Develop and maintain business networks
Code	108168L6
Description	Develop and maintain strong relationships with business network members. This applies to individuals who are required to develop and maintain business networks, create and act upon business opportunities, share information and seek potential partners for fashion business development.
Level	6
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 legal and ethical considerations for the establishment and maintenance of business networks (e.g. intellectual property, confidentiality and disclosure) • understand and adhere to organisational policies and procedures when developing and maintaining business networks • specify networking opportunities relevant to the fashion business (e.g. existing networks, fashion trade associations, fashion trade shows and other professional activities) • apply appropriate strategies to develop different business networks (e.g. consultation, liaison) <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • identify and assess business needs, expectations and benefits of networking (e.g. existing or potential business networks) • allocate time and adopt appropriate strategies to develop and maintain valuable business relationships • participate in professional networks and associations to pursue networking opportunities and maximise business contacts • develop and maintain effective communication channels to exchange information and ideas with network members • analyse strengths and weaknesses of collaborations, and make recommendations for improving subsequent networking strategies and partnerships <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • effectively communicate issues, policies and business practices to network members • review the effectiveness of communication with network members on a regular basis
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Development and maintenance of strong relationships with business network members to provide mutual benefits, information exchange, and collaboration opportunities for fashion business development.
Remark	