

**Specification of Competency Standards**  
**for the Fashion Industry**  
**Unit of Competency**

Functional Area - Sales & Marketing

Title	Identify and implement business innovation
Code	108172L6
Description	Identify and implement innovation to facilitate the development of a fashion business. This applies to individuals who are required to identify and introduce innovative ideas or practices to enhance the performance of a fashion business.
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"> <li>• critically evaluate the readiness for change of the organisation</li> <li>• state the sources of information and resources (e.g. funding or financing) for business innovations</li> <li>• specify legal and human issues in relation to business innovation</li> <li>• explore suitable approaches for planning, introducing and eliciting support for business innovation</li> </ul> <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• compare the current business with that of competitors in terms of business markets, client base, as well as business relationships, processes and methods</li> <li>• develop strategies to identify opportunities for innovation and change (e.g. advanced sewing technology)</li> <li>• conduct a cost-benefit analysis to estimate the potential gains of each identified opportunity in line with the business objectives</li> <li>• develop an implementation plan for the selected innovations with resource allocations</li> <li>• determine the priorities in accordance with their contributions and resource implications for the organisation</li> <li>• collaborate with related parties to review business innovations, and recommend improvements or further innovations</li> </ul> <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• gather and analyse all relevant information systematically to identify opportunities for innovation and change</li> <li>• address the human issues and manage the impact of business innovation on personnel who may resist the proposed changes</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> <li>• Identification and implementation of business innovations that can enhance the performance of a fashion business.</li> </ul>
Remark	