

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Implement a business plan
Code	108174L5
Description	Implement a business plan to achieve the strategic objectives of a fashion business. This applies to individuals who are required to execute the business plan to achieve the established objectives and targets of a fashion business.
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"> • possess extensive and in-depth knowledge of a fashion business • understand the business objectives, strategies and plans of the organisation • state the legislation, codes of practice and national standards applicable to a fashion business • possess leadership and project management skills <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • inform related parties of all crucial elements of the business plan (e.g. vision and objectives, financial goals) and confirm understanding of the requirements and timeframes • allocate resources to support the planned activities and processes • coordinate and collaborate with related parties to implement and execute the plan • monitor the implementation process to ensure attainment of the planned outcomes • review the business performance and market situation regularly and adjust the implementation process when required <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • ensure all key aspects, both financial and non-financial, of the business are assessed with reference to the latest available data • ensure underperforming groups or individuals are provided timely feedback and support
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Effective implementation of business plan to achieve the established objectives and targets of a fashion business with appropriate adjustments to the implementation process based on consultation with and feedback from related parties.
Remark	