

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

Functional Area - Sales & Marketing

Title	Review business performance
Code	108176L5
Description	Review the business performance data of a fashion business to ensure the ongoing attainment of output targets or performance standards. This applies to individuals who are required to review and analyse various types of business operation performance data to improve efficiency and effectiveness in achieving business objectives.
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"> <li>• understand the purposes of and procedures for conducting a business performance review</li> <li>• apply a range of specialised approaches for reviewing business performance data</li> <li>• review different aspects of fashion business operation (e.g. marketing performance, financial performance) to identify areas for improvement</li> </ul> <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• confirm the purposes and scope of a business performance review</li> <li>• gather relevant performance data (e.g. client satisfaction, conversion of inquiries to sales leads) to identify trends and variations of performance against planned outcomes</li> <li>• assess efficiency of resource use and effectiveness of client services (e.g. internal or external)</li> <li>• analyse factors inhibiting business operation and performance to identify areas for improvement</li> <li>• prepare reports to address improvement measures for different aspects of business operation and performance</li> </ul> <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• evaluate business performance from an all-round perspective and at a system level</li> <li>• work both independently and collaboratively to minimise any potentially inhibiting factors which might affect business operation and performance</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>• Review and analysis of business performance data of a fashion business to identify opportunities for improvement so as to enhance efficiency and effectiveness in attaining business outcomes.</li> </ul>
Remark	