Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Select and use business technology
Code	108177L5
Description	Select and use business technologies to improve the business intelligence and efficiency of a fashion business. This applies to individuals who are required to select and apply new technologies to support business development in the fashion industry.
Level	5
Credit	3
Competency	Performance Requirements 1. Knowledge in the subject area Be able to: • understand the needs of technology for enhancing business intelligence and efficiency as well as the procurement policy of the organisation • critically evaluate the hardware and software applications (e.g. PLM, ERP, scorecard) for improving business intelligence and efficiency • critically evaluate the business process requirements and the IT system specifications of the organisation 2. Application and process Be able to: • identify business intelligence needs of the organisation covering different groups of users (e.g. senior management, middle management, general users) and business areas (e.g. purchasing, client services) • collaborate with the IT department to select and purchase or to develop internally appropriate hardware and software applications for improving business intelligence (e.g. forecast client demand, increase sales, monitor KPI of business) • access, retrieve, manipulate and store business intelligence data (e.g. product specifications, client documents, transaction records) through the newly purchased or developed technology tools • provide training and manual for internal users • review user feedback on the application of new technology tools and make recommendations for improvement 3. Exhibit professionalism Be able to: • communicate the benefits of the new business technologies • ensure compliance with the legal requirements at all times (e.g. the Copyright Ordinance, Personal Data (Privacy) Ordinance)
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to accomplish: • Selection and application of business technologies to improve business intelligence and support the business development of a fashion business.
Remark	