

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Formulate a fashion brand strategy
Code	108178L6
Description	Formulate a competitive brand strategy for a fashion business that supports the business goals and direction. This applies to individuals who are required to develop brand strategies for a fashion business.
Level	6
Credit	4
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"> • relate brand strategy to the marketing objectives and strategy • critically evaluate the factors that determine a successful fashion brand strategy • critically evaluate the key components of a fashion brand strategy • critically review the legislative and regulatory requirements relating to brand building • develop an original brand strategy in a fashion business <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • define the business purposes and brand objectives to communicate these to target customers • analyse the target customers, market trend and environment to identify opportunities for developing fashion brand strategies • develop the brand elements that are in line with the purposes and market positioning of a fashion business • develop plans for brand building programmes • identify resource requirements for implementation • set criteria for measuring the effectiveness of the brand strategy <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • ensure brand strategies are consistent with the marketing strategy and development needs of a fashion business • respect intellectual property and avoid infringement when formulating brand strategies
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Development of a competitive brand strategy and brand building programmes for a fashion business that support the business goals and direction.
Remark	