

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

Functional Area - Sales & Marketing

Title	Implement a fashion brand strategy
Code	108183L5
Description	Implement a fashion brand strategy for a fashion business to create and maintain the brand image and positioning. This applies to individuals who are required to implement a brand strategy in a fashion business.
Level	5
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"> <li>• state the principles or process of developing an implementation plan for a brand strategy</li> <li>• examine how the market trend, customer perceptions and product performance influence the implementation of a fashion brand strategy</li> <li>• critically evaluate the legislative and regulatory requirements relating to the implementation of fashion brand promotion activities</li> <li>• specify the criteria for evaluating the effectiveness of a fashion brand strategy</li> </ul> <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• identify the objectives and purposes of fashion brand building</li> <li>• employ brand publicity channels to facilitate publicity and promotion activities (e.g. press release to announce launching of a new fashion line)</li> <li>• allocate resources (e.g. human, finance) for implementing publicity and promotion activities</li> <li>• identify and address issues arising during the implementation process</li> <li>• monitor the performance of brand building (e.g. customers' perception of the brand)</li> <li>• review effectiveness of the fashion brand strategy against criteria</li> </ul> <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• ensure implementation of brand strategy in compliance with regulatory requirements</li> <li>• engage all parties involved in promoting the fashion brand so as to maintain consistency across the organisation and among customers</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>• Effective implementation of a brand strategy for a fashion business to build up and maintain the brand image and positioning.</li> </ul>
Remark	