

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Formulate a fashion sales strategy
Code	108190L6
Description	Formulate a strategy for guiding sales activities so as to achieve the business goals of a fashion business. This applies to individuals who are required to develop a sales strategy 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 sales strategy to the fashion business goals and marketing strategy • critically evaluate the factors that determine a successful fashion sales strategy • critically review the various sales activities and decisions in a fashion business • explore suitable techniques of collecting and analysing data for developing a fashion sales strategy <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • identify the established business goals and marketing strategy, and set fashion sales objectives • research fashion market trends, business practices, competitive situations and characteristics of a client base (e.g. preferences for fashion products) • develop the fashion sales strategy (e.g. retain existing or attract new clients) and devise sales targets and methods (e.g. client relationship management) • identify resource requirements for implementing the sales strategy • set criteria for measuring the effectiveness of a fashion sales strategy <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • demonstrate knowledge in the areas of fashion products, sales and relationship management as well as strategic planning • ensure sales targets underpin business goals and sales strategy supports the marketing plan
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Formulation of a sales strategy for a fashion business that can guide the sales activities towards achieving the business goals.
Remark	