

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

Functional Area - Sales & Marketing

Title	Formulate a sales plan
Code	108192L5
Description	Formulate a sales plan for a fashion business to achieve the sales objectives. This applies to individuals who are required to plan for all sales activities in accordance with the established sales strategy.
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>• critically evaluate marketing and sales developments (e.g. new approaches preferred by clients or adopted by competitors) in the fashion industry</li> <li>• examine the established sales objectives and strategy of the organisation</li> <li>• examine the sales metrics and techniques for generating sales</li> <li>• understand how to develop a sales plan and organise sales activities</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 sales objectives and targets (e.g. income generation) to be achieved</li> <li>• develop sales methods or tactics as well as sales force size to implement the sales strategy with details about responsibilities, resources and scheduling</li> <li>• create a sales activity plan and relevant metrics (e.g. sales volume)</li> <li>• establish policies concerning client relations and account management</li> <li>• establish criteria for evaluating the effectiveness of the sales plan</li> </ul> <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• embrace creativity and innovation in sales activity planning</li> <li>• ensure the sales plan is achievable within the capability of the sales team</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>• Formulation of a sales plan for a fashion business that entails a list of planned activities and metrics with details about responsibilities, resources and scheduling for achieving the sales objectives.</li> </ul>
Remark	