

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Implement a fashion sales strategy
Code	108193L5
Description	Implement a fashion sales strategy to ensure achievement of sales objectives and business goals. This applies to individuals who are required to implement a sales 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"> • state the principles and tools for developing an implementation plan for a sales strategy • examine the activities and decisions in sales • critically evaluate the determinants of a successful implementation of a fashion sales strategy • specify the criteria for evaluating the effectiveness of 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 business goals as well as the fashion sales strategy and objectives • analyse relevant business data (e.g. financial data, sales record) as well as clients' needs and competitors' activities • devise plans in various areas (e.g. account management, service quality) for implementing the sales strategy • allocate resources (e.g. human, finance) for implementing the sales strategy • identify and address issues arising during the implementation of the sales strategy • monitor implementation of the sales strategy • review effectiveness of the fashion sales strategy against criteria <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • ensure all parties involved are clear about the sales strategy and committed to the organisational values and ethical principles • regularly review the sales strategy so as to cope with the changing competitive environment and fashion market situation
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Effective implementation of a sales strategy in the fashion business to achieve the sales objectives and business goals.
Remark	