

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Formulate a client relationship strategy
Code	108203L6
Description	Formulate a client relationship strategy for a fashion business that supports the business goals and direction. This applies to individuals who are required to develop client relationship 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"> • understand the strategic value of client relationship in the fashion industry • relate client relationship strategy to the marketing objectives and strategy • critically evaluate the factors that determine a successful client relationship strategy • develop strategies for client acquisition and retention as well as for other profitable business relationships 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 client relationship objectives (e.g. profitability) in line with the business goals • analyse the needs, preferences and expectations of existing clients and target customers • categorise and prioritise different types of clients and customers (e.g. profitable, loyal) • design business processes and associated information systems to support delivery of value to clients and customers • develop plans for client relationship initiatives • identify resource requirements for implementation • set criteria for measuring the effectiveness of the client relationship strategy <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • ensure client relationship strategies fit with the mission, values and development needs of a fashion business • develop appropriate culture, structure, leadership and technological systems to support client relationship initiatives
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 client relationship strategy and initiatives for a fashion business that support the business goals and direction.
Remark	