

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

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| Title | Understand clients' business |
| Code | 108206L5 |
| Description | Develop an in-depth understanding of clients' businesses ranging from business aims to marketing objectives and strategies. This applies to individuals who are required to develop an in-depth understanding of clients' businesses for relationship building and attainment of fashion business outcomes. |
| 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"> • explain the importance of knowing clients' business aims to achieve long-term success in respect of business relationships in the fashion industry • examine the need to know clients' portfolio of products and brands as well as their overall marketing strategy • apply a range of specialised techniques for assessing clients' businesses <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • determine clients' business aims and visions • identify the key drivers of the clients' business performance • evaluate developments in the market and their implications for both the clients and their competitors • identify the clients' ability to respond to the market opportunities • assess clients' needs in consideration of their current and future challenges • maintain close business relationships with the key decision makers of clients <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • be aware of changes in clients' needs and expectations in relation to varying market conditions |
| Assessment Criteria | <p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Development of an in-depth understanding of clients' businesses for relationship building and attainment of fashion business outcomes. |
| Remark | |