

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Common

Title	Plan and conduct customer research
Code	108282L4
Description	Plan and conduct customer (business client) research to collect information for decision-making purposes. This applies to individuals who are required to plan and gather information so as to identify opportunities and risks to pursue business relationships with clients in the fashion market.
Level	4
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"> • identify the significance, objectives and approaches of customer research in the fashion industry • outline the customer profile and business nature • state the information sources for clients' business situations (e.g. annual report, press release) • comprehend the case of any current business transaction with customers <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • define the scope and objectives of client research (e.g. understand the business performance of existing clients) • devise an appropriate data collection strategy (e.g. retrieving existing records or making a direct visit to clients' store) • formulate a customer research plan • conduct desk research to gather information on fashion products offered by clients and their competitors (e.g. access the product catalogues of fashion businesses on their websites) • arrange to collect primary or secondary information (e.g. annual report, store visits) to gain knowledge about clients' business situations • organise information systematically for the purpose of analysing clients' business performance • consistently explore new and alternative sources and make adjustments to the research plan when required <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • complete the customer research in a timely and proactive manner • observe the organisational policy and procedures in handling confidential data
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 research plan with an appropriate data collection strategy to gather information on clients' business situations as well as systematic collection and organisation of customer information for analysis of clients' business performance and product offerings.

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Remark	Common UoC across the functional areas: Merchandising and Material Procurement / Sales and Marketing
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