

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Design

Title	Formulate strategic design direction
Code	110206L6
Range	Formulate strategic design direction to improve competitive position of a fashion business. This applies to individuals who are required to formulate and promote a clear strategic direction related to the design function.
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 underlying value of vision and mission of the organisation • interpret the trend of macro and micro marketing environments • critically review the services and product features of competitors • have in-depth knowledge of professional practice in formulating strategic design direction <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • collect and analyse information of markets and competition • determine the risks and opportunities by evaluating both macro and micro environmental factors • consolidate information and data to define current and future strategic positions • critically review past performance and set targets for market, product lines, images, etc. • plan for the strategic design direction by analysing the performance gap <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • have insight into latest fashion market situation • align the vision and mission of the organisation with strategic design direction • ensure the strategic design direction is focusing on the target clients' or market needs and expectations
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Formulation of strategic design direction by evaluating the market environments and competition to offer product uniqueness.
Remark	