Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Product Development

Title	Plan product development process
Code	110213L5
Range	Plan the process for product development in a fashion business. This applies to individuals who are required to plan and design the development processes for fashion products.
Level	5
Credit	4
Competency	Performance Requirements 1. Knowledge in the subject area Be able to • relate the strategic purposes and directions of product development to business goals • delineate a general process of product development from research to pre-production • identify the key parties and their interactions in the product development process • specify the parameters for planning a product development process (e.g. timeframes, resources) 2. Application and process Be able to • establish the goals that a product development process aims to achieve (e.g. target hit rate, on-time sample delivery) • effectively deploy resources (e.g. human, capital) for completing the product development process and achieving the goals • set a sequence of tasks and timeline for product development process • consult with related parties and make adjustment to the plan in accordance with their feedback • determine the method for evaluating the process against the set goals (e.g. progress report) • identify all possible scenarios and obstacles and devise contingency measures for coping with unexpected situations in the course of implementation 3. Exhibit professionalism Be able to • regularly review the current business environment which may have an impact on the product development process. • engage key parties in the planning stage so as to make the plan more realistic and to enhance their commitment
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to accomplish: • Establishment of a product development plan, which includes resource and time components, for an identified client brand in a selling season.
Remark	Associated with 110212L5 Plan product development budgeting