

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Solve problems (fashion sales and marketing)
Code	110230L5
Range	Solve problems in the fashion sales and marketing process. This applies to individuals who are required to work on their own or in a team to resolve the problem situations of a fashion business.
Level	5
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"> • apply the common approaches to problem-solving (e.g. analytic, creative, collaborative) • examine the common problems related to fashion sales and marketing • review the organisational policy in relation to solving fashion sales and marketing problems • understand the functions and process of fashion sales and marketing • apply logical thinking and soft skills to facilitate problem resolution <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • define the problems and identify their extent and nature by means of observation or investigation • determine areas of expertise and data required to analyse the problem • develop approaches appropriate to the context as well as protocols for obtaining required data and information • gather data and information and assess the situation based on experience or specialist knowledge • analyse the causes of the problem and develop solutions • select the most appropriate one to address the problem (e.g. with the best cost-benefit ratio) • consult external parties or stakeholders (e.g. suppliers) when required • identify resources to implement the solution and gain approval when required • monitor and evaluate the effectiveness of the solution <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • build on experience and established networks to assist problem-solving
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Resolution of problems in the areas of fashion sales and marketing to achieve business development.
Remark	