Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Material Development

Title	Identify market opportunities for material development
Code	110270L4
Range	Identify the market opportunities for material development in fashion business. This applies to individuals who are required to analyse the internal and external information to explore and identify the unmet market needs for new materials.
Level	4
Credit	3
Competency	Performance Requirements 1. Knowledge in the subject area Be able to • understand the value and business goals of the organisation • analyse data from different sources for identifying market needs and opportunities • organise systematic investigation with different parties in exploring new opportunities • apply a range of specialised techniques for identifying market opportunities 2. Application and process Be able to • review information from relevant research (e.g. market, customer and trend) to identify market opportunities for new materials • collect feedback from internal sources (e.g. sales team, engineering team) to explore the unmet needs for new materials • conduct investigation or discussion for the opportunities preliminarily identified • consolidate the findings and define the opportunities 3. Exhibit professionalism Be able to • have insight into the emerging market trend • facilitate discussion among different parties for exploring new ideas • cross the boundaries of traditional material application to explore new, untapped market needs
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to accomplish: • Identification of market opportunities for material development through analysing the internal and external information to explore and identify the unmet market needs for new materials.
Remark	