

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Material Development

Title	Present new materials
Code	110277L4
Range	Present new materials to the target audiences. This applies to individuals who are required to plan and conduct a presentation of the new materials for selling purpose.
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"> • understand the importance of identifying the needs of the target audiences in preparing a sales presentation • apply appropriate techniques for presenting new materials • arrange the use of visual aids and activities for a presentation <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • plan the sequence of an effective presentation • identify the interests and needs of the target audiences about the new materials • define the key contents for the presentation (e.g. the application, features and benefits of the new materials) • compile for and organise the presentation contents in a systematic manner • collaborate with related parties to arrange the preparation for the presentation (e.g. facilities setup, visual aids) • apply appropriate techniques and styles to deliver the presentation according to target audiences' preference • interpret the target audiences' questions and make appropriate responses <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • show the uniqueness and benefits of new materials to the target audiences
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Effective sales presentation of the new materials to the target audiences.
Remark	