Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Production Planning and Control

Title	Estimate product demand
Code	110282L5
Range	Estimate the product demand for fashion production. This applies to individuals who are required to estimate the product demand for the production planning of a fashion business.
Level	5
Credit	3
Competency	Performance Requirements 1. Knowledge in the subject area Be able to • relate product demand to fashion production planning • critically evaluate the common approaches to demand forecasting in the fashion industry • outline the information and data required for estimating fashion product demand • evaluate the different factors that have a bearing on the accuracy of demand estimates 2. Application and process Be able to • determine the estimation approaches and sources for collecting the information and data required (e.g. different forecasts, past demand) • evaluate the key factors that can affect the accuracy of demand estimate (e.g. special promotions, forecast bias) • analyse the information and data for an estimate of product demand for the specified period • consult with related parties to improve the estimated product demand • report the product demand estimation for future reference 3. Exhibit professionalism Be able to • adopt a holistic consideration of factors from the fashion production planning perspective • learn from the accuracy of past estimates and adjust for the potential errors
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to accomplish: • Estimating the product demand for production planning of a fashion business over a specified period.
Remark	