

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Laundry Services

Title	Implement promotional activities
Code	110339L2
Range	Implement laundry services promotional activities. This applies to individuals who are required to advertise and promote business to laundry services customers in accordance with promotional activity arrangements in order to achieve the sales targets of the organisation.
Level	2
Credit	2
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 targets of sales and promotional activities of the organisation • understand the contents and arrangements of promotional activities (e.g. season, membership) • outline implementation techniques of laundry services promotional activities <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • identify the targets of sales and promotional activities of the organisation • carry out advertisement and promotion of laundry services to customers by following established business procedures and activity arrangements • clarify the details of activities to customers • perform registration or record update for customers when necessary <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • positively align efforts with the sales targets of the organisation
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Advertising and promoting business to laundry services customers in accordance with promotional activity arrangements in order to achieve the sales targets of the organisation.
Remark	Modified from the UoC of Specification of Competency Standards for the Retail Industry (Version 1, UoC code: 105046L3)