

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Common

Title	Analyse and interpret market research findings
Code	110375L5
Range	Analyse and interpret market research findings to explore fashion design ideas or business development. This applies to individuals who are required to perform market analysis to identify opportunities for fashion products or materials.
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"> • state the characteristics of a specific market (e.g. market size, consumer demographics) • critically analyse the market to identify opportunities for fashion products • communicate and report market research findings electively by using industrial terminology <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • integrate the data and information collected from different sources about the target or new markets • evaluate the credibility of market information gathered • conduct analysis to fulfill the information needs of different parties • apply appropriate methods (e.g. statistics or policy analysis) to analyse market data • interpret and identify market opportunities and potential barriers <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • comprehensively assess opportunities and risks associated with a specific market
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Detailed analysis and interpretation of market research findings that can serve as a basis for generating business insights for the prospects of fashion products in a specific market.
Remark	Common UoC across the functional areas : Design / Product Development / Merchandising and Material Procurement / Sales and Marketing / Material Development