

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Common

Title	Analyse and interpret customer research findings
Code	110384L5
Range	Analyse and interpret customer (business client) research findings to explore the opportunities and risks of conducting business with clients in the fashion market. This applies to individuals who are required to analyse clients' business performance to determine opportunities and risks to further business relationships with clients.
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"> • identify the implications of customer research findings for fashion business development • evaluate the general indicators of business performance of customers in the fashion industry (e.g. markdown, excess inventory) • apply appropriate techniques for identifying opportunities and risks for future business from available information <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 clients • evaluate the credibility of client-related information gathered • conduct analysis in relation to starting or furthering a business relationship with particular client • apply appropriate methods (e.g. sales or financial analysis) to analyse client data • interpret and identify business opportunities and potential problems <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 client
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 customer research findings that can serve as a basis for generating business insights for conducting business with clients in the fashion market.
Remark	Common UoC across the functional areas: Merchandising and Material Procurement / Sales and Marketing