

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Common

Title	Identify clients' needs
Code	110385L5
Range	Identify client needs for exploring business opportunities. This applies to individuals who are required to identify client needs for fashion products and related services.
Level	5
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"> • identify the importance of identifying client needs • review the organisational behaviour of fashion-related businesses • explain the data and information required for identifying client needs • understand the methods of collecting and analysing information • relate client needs to business opportunities <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • determine the organisational behaviour of the client (e.g. order type, service standards) • identify information required for identifying client needs (e.g. client profile, client feedback, market situation) • identify methods and sources for collecting relevant information (e.g. regular meetings with the clients) • analyse the information for identifying client needs • relate the client needs to the product or service offerings • explore business opportunities to meet the identified client needs <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • inform the client that for business development, the organisation is keen to learn about their needs and meet their expectations • adopt a holistic and proactive approach to collecting data related to client needs which may be affected by the macro environment and their business challenges
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Identification of client needs by investigating the organisational behaviour and researching relevant information.
Remark	Common UoC across the functional areas: Merchandising and Material Procurement / Laundry Services