

**Unit of Competency**

**Functional Area: Sales and Merchandising**

Title	Undertake design duties
Code	105268L4
Range	This unit of competency is applicable to practitioners in the import and export industry. It involves the use of product management skills to design products and provide product specification.
Level	4
Credit	7 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> <li>1. Possess knowledge of product management                             <ul style="list-style-type: none"> <li>• Use a range of product management skills to manage the development and marketing of new products</li> <li>• Use set of activities to develop product and get the product to market throughout the product life cycle</li> </ul> </li> <li>2.1. Design product                             <ul style="list-style-type: none"> <li>• Analyse the features and functions of product to be designed</li> <li>• Outline the product performance in terms of its efficiency, safety and reliability</li> <li>• Outline the attractiveness of the product to targeted customers</li> <li>• Outline the cost-effectiveness of the product to be designed and produced</li> <li>• Apply the knowledge of product management to conduct product design</li> </ul> </li> <li>2.2. Provide product specification                             <ul style="list-style-type: none"> <li>• Determine the functionality of the product</li> <li>• Determine the product performance</li> <li>• Provide detailed performance and technical specifications to specify the requirements of new product</li> </ul> </li> <li>3. Consider the environmental and economic implications in product designs                             <ul style="list-style-type: none"> <li>• Balance the financial and environmental impact in designing products</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable of applying the knowledge of product management to conduct product design</li> <li>• Capable of providing product specification</li> </ul>
Remark	