

# Specification of Competency Standards of the Retail Industry

## Unit of Competency

### Functional Area: Specific Product Knowledge

Title	Introduce clothing and accessories
Code	105746L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of clothing and accessories in the retail industry. It covers the abilities to apply the knowledge of clothing and accessories to introduce to customers the characteristics and advantages of the clothing and accessories sold by the organization to facilitate transactions.
Level	3
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of clothing and accessories <ul style="list-style-type: none"> <li>• Understand the organization's sales targets</li> <li>• Understand the importance of building good customer relations and the communication skills</li> <li>• Master the sales and persuasion skills</li> <li>• Understand customer's mindset and behavior in buying</li> <li>• Understand basic knowledge of clothing and matching techniques, including design, style, colour and fabric</li> <li>• Understand the types, materials and characteristics of clothing sold by the organization, including: women's wear, men's wear, sportswear, kid's wear, clothing for elderly, underwear, etc.</li> <li>• Understand the types and characteristics of accessories sold by the organization, e.g.: <ul style="list-style-type: none"> <li>• Scarf and hat</li> <li>• Necklace and bracelet</li> <li>• Handbag and wallet</li> <li>• Jewellery and watch</li> </ul> </li> <li>• Know about the concept and effect of matching clothing with accessories</li> </ul> </li> <li>2. Introduce clothing and accessories <ul style="list-style-type: none"> <li>• Use good sales and communication skills to introduce to customers the clothing and accessories sold by the organization, including: <ul style="list-style-type: none"> <li>• Understanding customers' specific requirements and purposes for buying the clothing, e.g. wearing occasion, brand, style, trend, price, seasonal factor, etc.</li> <li>• Enquiring or measuring the body size of customers (e.g. length of trousers, chest girth, waist girth and sleeve length) so as to introduce suitable clothing</li> <li>• Introducing suitable clothing to customers according to factors such as their characteristics of appearance (e.g. body proportion, complexion and hair style) and personal style</li> <li>• Introducing to customers the design characteristics, style and characteristics of materials</li> <li>• Arranging the customers for fitting</li> <li>• Explaining to customers details of the clothing (washing) labels and noting points provided by the manufacturer</li> <li>• Informing customers of the after-sales service provided by the organization, e.g. free/charged alteration service, goods return/refund/delivery arrangements or replacement service</li> <li>• Introducing other suitable matching products to customers, e.g. decorations and accessories, so as to optimize the effect of the clothing</li> <li>• Listening to the doubts and needs of customers carefully</li> <li>• Answering the questions of customers politely and helping them make choices</li> </ul> </li> <li>• Provide discount offers according to corporate guidelines so as to promote specified clothing and accessories</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Always maintain the customer-oriented attitude and never use undesirable sales practices to promote products to customers</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Use communication skills to clearly understand customers' requirements on clothing and accessories so as to introduce suitable products to them and facilitate transactions.</li> </ul>
Remark	