

**Unit of Competency****Functional Area: Specific Product Knowledge**

Title	Master the characteristics and selling points of clothing
Code	105750L4
Range	This unit of competency (UoC) is applicable to management staff in the retail industry. It requires analysis and judgement. It covers the abilities to focus on the major selling points of the clothing sold by the organization and to provide the sales plans with ideas which are creative and focus on the mindset and needs of consumers so as to support the retail business development of the organization.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the sale of clothing</p> <ul style="list-style-type: none"> <li>• Understand the organization's sales targets and business strategies set for the clothing</li> <li>• Understand the fashion trend and market trend of clothing</li> <li>• Master the expertise of marketing and sales promotion</li> <li>• Master the respective characteristics of the clothing sold by the organization: <ul style="list-style-type: none"> <li>• Quality of products</li> <li>• Attractiveness of products to customers, e.g. popularity of the brand/designer, appearance, material, texture or other factors</li> <li>• Traits of the products' target customers, e.g. age, sex, occupation and spending power</li> </ul> </li> <li>• Master the selling points of the clothing sold by the organization, e.g. : <ul style="list-style-type: none"> <li>• Grade of the products compared to those in the same category</li> <li>• Popularity of the designer and brand effect</li> <li>• Texture, place of production and design characteristics of the clothing</li> <li>• Relationship between the clothing and image, e.g. the occasion, cultural background, etc.</li> </ul> </li> <li>• Understand the general and specific legal requirements and regulatory codes related to the sale of clothing</li> </ul> <p>2. Master the characteristics and selling points of clothing</p> <ul style="list-style-type: none"> <li>• Analyze the factors which affect the sale methods for clothing, including: <ul style="list-style-type: none"> <li>• Popularity and style of the designer/brand</li> <li>• Selling points and prices of products</li> <li>• The organization's sales strategies set for the products</li> <li>• Seasonal factor</li> <li>• Fashion trend</li> </ul> </li> <li>• Identify the selling points of clothing, including: <ul style="list-style-type: none"> <li>• Applying the expertise of marketing to mastering the characteristics of the clothing sold by the organization</li> <li>• Creating unique image and major selling points for individual products</li> <li>• Suggesting appropriate marketing methods after considering the competitiveness and market position of the products</li> </ul> </li> <li>• Provide guidelines for the design of sales materials and promotional information, including: <ul style="list-style-type: none"> <li>• Identifying the marketing direction so as to present the selling points and values of the products</li> <li>• Formulating the design of promotional materials so as to present and highlight the established selling points</li> <li>• Ensuring that the sales plans focus on the mindset of consumers and the needs of target groups of customers</li> <li>• Making suggestions on the sale of clothing so as to support the launch and sale of new items</li> </ul> </li> <li>• Present to target groups of customers the benefits of buying the clothing of the organization, e.g. : <ul style="list-style-type: none"> <li>• Characteristics of design</li> <li>• Preferential prices</li> <li>• Quality, reliability and stability of supply</li> <li>• Well-maintained sales supporting services</li> <li>• Well-maintained after-sales service</li> </ul> </li> </ul>

Specification of Competency Standards of the Retail Industry

**Unit of Competency**

**Functional Area: Specific Product Knowledge**

Competency	3. Exhibit professionalism <ul style="list-style-type: none"><li>• Act in a professional way to ensure no exaggeration or misrepresentation made when promoting the characteristics and selling points of the clothing</li></ul>
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"><li>• Analyze and master the characteristics and selling points of the clothing sold by the organization; and</li><li>• Focus on the major selling points of the clothing sold by the organization and provide the sales plans with ideas which are creative and cater to the mindset and needs of consumers so as to support to the retail business development of the organization.</li></ul>
Remark	