



**National Competency Standards for  
“Textile & Apparel Merchandising”  
(Assistant Merchandiser)  
Level-4**



**National Vocational and Technical Training Commission  
(NAVTTTC) Government of Pakistan**



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## INTRODUCTION

Merchandising is the practice and process of displaying and selling products to customers. Whether digital or in-store, retailers use merchandising to influence customer intent and reach their sales goals.

Establishing the right merchandising strategy can depend on a variety of factors, such as sector, product qualities, available space, and whether the retailer is displaying in a physical or digital store. Additionally, there are various schools of thought on which types of merchandising are most effective in particular industries and departments.

In industry the role of merchandiser is vital they can work as product merchandiser, apparel merchandiser, visual merchandiser, retail merchandiser, digital merchandiser depending on the role assigned by industry.

To become more beneficial merchandiser must be vigilant and smart accordingly and for the purpose they need to work on the first impression, manipulating lights to highlight the product, knowing merchandising metrics and being responsive etc.

Keeping in view of the above the competency based National Vocational Qualifications have been developed by NAVTTC to train the unskilled human resource on the technical and entrepreneurial skills to be employed / self-employed and inevitably set sustainable impact on their lives by increase in their livelihood income.

Training Course is based on competency standards which are defined by the industry and the traditional role of a trainer changes and shifts towards the facilitation of training. A trainer encourages and assists trainees to learn for themselves. Trainees are likely to work in groups (pairs) and all doing something different. Some are doing practical tasks in the workshop, some writing, some not even in the classroom or workshop but in another part of the building using specialist equipment, working on computers doing research on the Internet or the library. As trainees learn at different pace they might well be at different stages in their learning, thus learning must be



tailored to suit individual needs. The following facilitation methods (teaching strategies) are generally employer.

## PURPOSE OF THE QUALIFICATION

The competency based NVQ has been developed to train the unskilled men and women of Pakistan on the technical and entrepreneurial skills to be employed / self-employed and inevitably set sustainable impact on their lives by increase in their livelihood income generation.

The purpose of these qualifications is to set professional standards for Textile Merchandiser, who will serve as key elements enhancing quality of Pakistan's Fashion and Textile industry. The specific objectives of developing these qualifications are as under:

- Improve the professional competence of Textile & Apparel Merchandising industry
- Capacitate the local community and trainers in modern CBT training, methodologies and processes as envisaged under NVQF
- Provide flexible pathways and progressions in the mining sector.
- Enable the trainees to perform their duties in efficient manner
- Establish a standardized and sustainable system of training in Textile Merchandising industry



## DATE OF VALIDATION

This national vocational qualification (NVQ) has been validated by the Qualifications Development Committee (QDC) in 06<sup>th</sup> to 10<sup>th</sup> December, 2021 and will remain in currency until January 2023/2024.

\*Shall be reviewed after 3 years

## CODE OF QUALIFICATION

Qualification Title	Code
National Vocational Certificate Level 3, in (Textile Merchandiser) "Assistant Merchandiser"	0414TAM07

## ENTRY REQUIREMENTS

- For National Vocational Certificate Level-4 in Textile Merchandising, the entry requirement is award of National Vocational Certificate Level-3 in Textile Merchandising.



## DEVELOPMENT COMMITTEE

The following members participated in the qualification development of these qualifications:

Sr. No.	Name	Designation	Organization
1.	Mr. Sikandar Masood	CO-Coordinator	NAVTTC, Islamabad
2.	Ms. Mehwish Aisha	DACUM Facilitator	CBT Expert/Certified Assessor
3.	Engr. Aroobah Saeed Rana	Assistant Manager	PVTC Head Office
4.	Ms. Ammara Maqbool	Principal	GTTC Kahota TEVTA Punjab
5.	Ms. Hurmat Zahra	Communication & Coordinator Manager	STEP Institute of Art, Design & Management
6.	Ms. Anum Ejaz	Textile Designer /Assessor	Resham Ghar/British Council
7.	Mr. Azam Kashmiri	Brand Development Director	Global Solutions & Advisory
8.	Ms. Rabia Sadaf	G.M Internal Trade Wing	Hunble Textile
9.	Ms. Faisal Manzoor	Manager Operations	Cross Weave
10.	Ms. Saima Asghar	Designer/Freelance Consultant	CBT Expert/Certified Assessor
11.	Ms. Bushra Asghar	Master Trainer and Assessor (CBT)/Senior Instructor	TEVTA Punjab



## QUALIFICATIONS REVIEW AND VALIDATION COMMITTEE

The following members participated in the qualification development of these qualifications:

Sr. No.	Name	Designation	Organization
1.	Mr. Shahzad Ahmad	Director	VT, NAVTTC HQ, Islamabad
2.	Ms. Mehwish Aisha	DACUM Facilitator	CBT Expert/Certified Assessor
3.	Engr. Aroobah Saeed Rana	Assistant Manager	PVTC Head Office
4.	Ms. Rabia Sadaf	G.M Internal Trade Wing	Humble Textile
5.	Ms. Saima Asghar	Designer/Freelance Consultant	CBT Expert/Certified Assessor
6.	Ms. Anum Ejaz	Textile Designer /Assessor	Resham Ghar/British Council
7.	Mr. Azam Kashmiri	Brand Development Director	Global Solutions & Advisory
8.	Ms. Bushra Asghar	Master Trainer and Assessor (CBT)/Senior Instructor	TEVTA Punjab
9.	Ms. Samreen Yaqoob	Senior Fashion & Textile Designer	Sefam private limited (kayseria)
10.	Ms. Sabeen Shamim	Instructor	GPI(W), Latifabad, Hyderabad
11.	Ms. Warda Afzal	Instructor	GCT(W), Lytton Road, Lahore
12.	Ms. Salma Khan	Instructor	GSDC, Balakot, KPK
13.	Ms. Abida Parveen	Quality Checker,	Kalash Industry, Faisalabad
14.	Mr. Wahid Mustafa	Marketing Merchandiser	Kohinoor Mill Rawalpindi
15.	Mr. Syed Mansoor Ahmed	NVQF Registry Incharge,	SBTE Karachi, Sindh
16.	Mr. Naazir Khan Niazi	Chairman	PBTE Lahore
17.	Ms. Sana Guldad	Instructor	KPK TEVTA, Balakot
18.	Ms. Sadiq Orakzai	Director Academics	KPK TEVTA
19.	Engr. Liaqat Ali Jamroo	Director	STEVTA Karachi



## SUMMARY OF COMPETENCY STANDARDS

### “Assistant Merchandiser” (12 Months)

Code	Competency Standards	Level	Theory		Practical		Total	
			C	Hr.	C	Hr.	C	Hr.
1.	Establish and maintain the occupational Health and safety system	4	1	10	2	20	3	30
2.	Perform Advance communication	4	1	10	2	20	3	30
3.	Analyse Workplace Policies and Procedures	4	1	10	2	20	3	30
4.	Apply visual merchandising	4	6	60	24	240	30	300
5.	Perform pre-production tasks	4	4	40	16	160	20	200
6.	Coordinate Production Processes	4	5	50	21	210	26	260
7.	Apply Marketing and Management Concepts	4	14	140	21	210	35	350
<b>Total</b>			32	320	88	880	120	1200



## Competency Standard A: Establish and Maintain the Occupational Health and Safety System

**Overview:** This unit covers how to establish, maintain and evaluate an occupational health and safety system in the work environment. This unit applies to workers who have either a legislated or delegated responsibility to implement OHS systems to meet the organization's policy requirements. These roles require significant role or delegated authority to allow effective implementation and review. While designed for public safety workers, this unit could be applied in a range of industries. This unit does not cover the broader implementation of organisation wide OHS policy.

Competency Units	Performance Criteria
<p><b>CU1.</b> Organise consultation process</p>	<p><b>You must be able to:</b></p> <p><b>P1.</b> Identify and invite relevant personnel or other representative personnel into the development and maintenance processes.</p> <p><b>P2.</b> Handle issues raised through consultation according to issue resolution procedures.</p> <p><b>P3.</b> Verify results from the consultation process and makes it available to relevant personnel.</p>
<p><b>CU2.</b> Design Occupational Health and Safety framework</p>	<p><b>You must be able to:</b></p> <p><b>P1.</b> Identify hazards and risks correctly and confirm according to occupational health and safety legislation, codes of practice and prevailing trends.</p> <p><b>P2.</b> Develop procedure for ongoing identification of hazards and risks and integrated within work systems and procedures</p> <p><b>P3.</b> Develop occupational health and safety policies line with relevant legislation.</p> <p><b>P4.</b> Incorporate and define occupational health and safety responsibilities and duties into job descriptions/statements.</p> <p><b>P5.</b> Provide adequate resources in a timely and consistent manner.</p>



	<p><b>P6.</b> Develop and implement measures to control assessed risks in accordance with the hierarchy of control, relevant occupational health and safety legislation, codes of practice and trends.</p> <p><b>P7.</b> Implement interim solutions until a permanent control measure.</p> <p><b>P8.</b> Record details clearly and efficiently according to organisation policy and procedures and relevant legislation</p>
<p><b>CU3.</b> Design and implement an Occupational Health and Safety awareness training program</p>	<p><b>You must be able to:</b></p> <p><b>P1.</b> Devise educational information on the occupational health and safety system and make it available to all relevant personnel.</p> <p><b>P2.</b> Provide appropriate training to all relevant personnel to enable the implementation of safety procedures</p>
<p><b>CU4.</b> Establish, monitor and maintain Occupational Health and safety system</p>	<p><b>You must be able to:</b></p> <p><b>P1.</b> Establish a system for keeping occupational health and safety records in accordance with legislative requirements.</p> <p><b>P2.</b> Monitor Work activities to ensure that hazard identification and risk assessment and control procedures are effectively adopted.</p> <p><b>P3.</b> Identify Inadequacies in hazard, risk assessment and established risk control measures in accordance with the hierarchy of control and report to designated personnel.</p> <p><b>P4.</b> Amendments to procedures are undertaken through appropriate consultation methods</p>
<p><b>CU5.</b> Establish and maintain a system for accident investigation</p>	<p><b>You must be able to:</b></p> <p><b>P1.</b> Develop a system and implement for reporting and investigation of all accidents/incidents in accordance with the policies and procedures.</p> <p><b>P2.</b> Provide training to employees responsible for accident investigation for effective implementation of accident investigation policy.</p>



	<p><b>P3.</b> Implement Policies and procedures for reporting and investigating all accidents/incidents are reviewed and updated as required</p>
<p><b>CU6.</b> Evaluate the organization's Occupational Health and Safety system and related policies procedures and programs</p>	<p><b>You must be able to:</b></p> <p><b>P1.</b> Ensure the effectiveness of the occupational health and safety system and related policies, procedures and programs is assessed according to the organization's occupational health and safety policy.</p> <p><b>P2.</b> Develop occupational health and safety system and implement it.</p> <p><b>P3.</b> Compliance with occupational health and safety legislation and codes of practice is assessed to ensure that legal occupational health and safety standards are maintained</p>

## Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- K1.** State details of all relevant Occupational Health and Safety legislation and its relevance to organisation operations
- K2.** State details of codes of practice and their relevance to organisation operations
- K3.** Explain hierarchy of control (the preferred order of risk control measures from most to least preferred that is:
  - o elimination
  - o substitution
  - o engineering control
  - o administrative controls
  - o and personal protective equipment)
- K4.** Describe literacy levels and communication skills of work group members
- K5.** State knowledge of current principles and practices used to implement and monitor organizational OH&S policies
- K6.** Explain procedures and programs



- K7.** Elaborate suitable communication techniques to address needs of work group members

### Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to establish and maintain the occupational health and safety system. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

#### Performance requirements

This competency is to be assessed using standard and authorized work practices, safety requirements and environmental constraints. Demonstrated evidence is required of the ability to:

1. Demonstrated understanding of principles and practices for Occupational Health and Safety.
2. Demonstrated understanding of the significance of other management systems and procedures for occupational health and safety.



## Competency Standard B: Perform Advance Communication - 001100853

**Overview:** This unit describes the performance outcomes, skills and knowledge required to develop communication skills used professionally. It covers plan and organise work and conduct trainings at workplace, along with demonstrating professional skills independently.

Competency Units	Performance Criteria
<p><b>CU1.</b> Demonstrate professional skills</p>	<p><b><i>You must be able to:</i></b></p> <p><b>P1.</b> Use different modes of communication to communicate</p> <ul style="list-style-type: none"> <li>• Speaking</li> <li>• Reading</li> <li>• Writing</li> <li>• Listening</li> <li>• Presentation</li> <li>• visual representation etc</li> </ul> <p><b>P2.</b> Develop CV Skills according requirements</p> <p><b>P3.</b> Upgrade professional skills by attending trainings, webinars, conferences etc.</p> <p><b>P4.</b> Perform Continuous professional development as required at workplace</p> <p><b>P5.</b> Develop interview skills</p>
<p><b>CU2.</b> Plan and Organize work</p>	<p><b><i>You must be able to:</i></b></p> <p><b>P1.</b> Identify task requirements.</p> <p><b>P2.</b> Plan steps to complete tasks.</p> <p><b>P3.</b> Review planning and organizing process.</p> <p><b>P4.</b> Organize work.</p>
<p><b>CU3.</b> Provide trainings at workplace</p>	<p><b><i>You must be able to:</i></b></p> <p><b>P1.</b> Assess the need for training</p> <p><b>P2.</b> Prepare trainees for the learning experience</p> <p><b>P3.</b> Present training session</p> <p><b>P4.</b> Support trainees in managing their own learning</p>



	<p><b>P5.</b> Facilitate group learning</p> <p><b>P6.</b> Provide opportunity for practice</p> <p><b>P7.</b> Provide feedback on progress on trainees</p> <p><b>P8.</b> Review delivery experience</p>
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## Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- K1.** Explaining the training skills
- K2.** Identification of the professional skills
- K3.** Describing the advanced language skills
- K4.** Understanding of the assessment and trainees feedback methods
- K5.** Direct and indirect communication methods
- K6.** Explaining the need of the training type at the work place

## Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

1. Job sheet
2. Office emails and coordination reports
3. Feedback Performa



## Competency Standard C: Analyse with Workplace Policy and Procedures - 041700841

**Overview:** This unit describes the skills and knowledge required to implement a workplace policy & procedures and to modify the policy to suit changed circumstances. It applies to individuals with managerial responsibilities who undertake work developing approaches to create, monitor and improve strategies and policies within workplaces and engage with a range of relevant stakeholders and specialists.

Competency Units	Performance Criteria
<b>CU1.</b> Manage work timeframes	<b><i>You must be able to:</i></b> <b>P1.</b> Complete work tasks within deadlines in according to order of priority <b>P2.</b> Supervisors are informed of any delays in work times or projects
<b>CU2.</b> Manage to convene meeting	<b><i>You must be able to:</i></b> <b>P1.</b> Develop agenda in line with meeting purpose <b>P2.</b> Select participants and notify them accordingly <b>P3.</b> Carryout meeting arrangements according to the time <b>P4.</b> Record the minutes of the meeting
<b>CU3.</b> Set and meet own work priorities at instant	<b><i>You must be able to:</i></b> <b>P1.</b> Take initiative to prioritize and facilitate competing demands to achieve organizational goals and objectives <b>P2.</b> Use technology efficiently and effectively to manage work priorities and commitments <b>P3.</b> Maintain appropriate work-life balance
<b>CU4.</b> Develop and maintain professional competence	<b><i>You must be able to:</i></b> <b>P1.</b> Assess personal knowledge and skills against competency <b>P2.</b> Participate in networks to enhance personal knowledge, skills and work relationships



	<b>P3.</b> Seek feedback from employees, clients and colleagues to develop and improve competence
<b>CU5.</b> Follow and implement work safety requirements	<b>You must be able to:</b> <b>P1.</b> Identify and report emergency incidents <b>P2.</b> Practice organizational policy and procedures for responding to emergency incidents <b>P3.</b> Identify and implement workplace procedures and work instructions for controlling risks

## Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- K1.** Healthy work life balance
- K2.** Meeting terminologies, structures and arrangements
- K3.** Relevant organizational procedures and policies regarding meetings, chairing and minutes.
- K4.** Barriers to implement policies and procedures in an organization and possible strategies to address them.

## Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

- 1.** A person who demonstrates competency in this unit must be able to provide evidence of the ability to understand workplace policy and procedures. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments



## Competency Standard E: Apply Visual Merchandising - 0414TAM07A

**Overview:** This competency standard deal with learning the competencies needed to apply visual merchandising. That includes prepare Visual Merchandising Toolkits, Plan and execute window displays, Plan and design floor fixtures, layouts and promotional displays. Your underpinning knowledge will be sufficient to provide you the basis for your work.

Competency Units	Performance Criteria
<p><b>CU1.</b> Prepare Visual Merchandising Toolkits</p>	<p><b>You must be able to:</b></p> <p><b>P1.</b> Design display toolkits including:</p> <ul style="list-style-type: none"> <li>○ Colour wise</li> <li>○ Price wise</li> <li>○ Category wise</li> <li>○ Size wise</li> </ul> <p><b>P2.</b> Design display techniques including:</p> <ul style="list-style-type: none"> <li>○ Pyramid display</li> <li>○ Inverted Pyramid display</li> <li>○ Asymmetrical display</li> <li>○ Symmetrical display</li> </ul> <p><b>P3.</b> Create Cross Merchandising Patterns including:</p> <ul style="list-style-type: none"> <li>○ Category wise</li> <li>○ Colour wise</li> <li>○ With carry wears</li> </ul>
<p><b>CU2.</b> Plan and execute window displays using Photoshop software</p>	<p><b>You must be able to:</b></p> <p><b>P1.</b> Plan and execute thematic/non thematic window display</p> <p><b>P2.</b> Design standard operating procedures (SOPs) such as:</p> <ul style="list-style-type: none"> <li>○ Mannequin handling</li> <li>○ Prop placement</li> <li>○ Product Placement</li> </ul>



	<ul style="list-style-type: none"><li>○ Lighting</li></ul>
<b>CU3.</b> Plan floor fixtures, layouts and promotional displays using appropriate software (AutoCAD/ Photoshop)	<b>You must be able to:</b> <b>P1.</b> Design Floor Plans according to requirements <b>P2.</b> Design Fixtures <b>P3.</b> Design promotional display

## Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. Therefore he/she must be able to:

- K1.** Explain Prop placement standards
- K2.** Explain Colour Theory
- K3.** Describe VM Guideline Book/SOPs
- K4.** Interpret Floor plans
- K5.** Describe Cross Merchandising
- K6.** Explain Marketing strategies
- K7.** Describe the use of Photoshop
- K8.** Describe the use of AutoCAD

## Critical Evidence(s) Required

The candidate needs to produce any or all of the following documents/evidences:

1. Portfolio
2. Assignment(s)/Project(s)
3. Relevant Certification(s)
4. Relevant Job/Experience Letter

Furthermore, the candidate must execute demonstration(s) which may include the following:

1. Design at least 2 Floor Plans



2. Design any 3 display techniques:

- Pyramid display
- Inverted Pyramid display
- Asymmetrical display
- Symmetrical display
- Plan Cross Merchandising patterns



## Competency Standard F: Perform Pre-Production Tasks Merchandising - 0414TAM07B

**Overview:** This competency standard deal with learning the competencies needed to perform pre-production tasks. That includes Managing the procedure of packaging and trims development and monitoring the procedure of sample preparation. Your underpinning knowledge will be sufficient to provide you the basis for your work.

Competency Units	Performance Criteria
<b>CU1.</b> Manage the procedure of packaging and trims development	<b>You must be able to:</b> <b>P1.</b> Prepare a list of specifications of each trim <b>P2.</b> Finalise layout of all relevant printed packaging material <b>P3.</b> Analyse quality samples as per requirement <b>P4.</b> Select trims and packaging alternatives for the approval of client
<b>CU2.</b> Monitor the procedure of sample preparation	<b>You must be able to:</b> <b>P1.</b> Prepare a purchase Order <b>P2.</b> Evaluate the cost/price for pre-production tasks <b>P3.</b> Select design and colour options for approval (design strike off and/or colour swatch options, etc.) <b>P4.</b> Present accessories for submission (yarn, stitching thread, printed/woven labels, zippers, etc.) <b>P5.</b> Select pre-production sample for approval <b>P6.</b> Select a production/final sample for approval

### Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. Therefore he/she must be able to:

- K1.** Identify Accessories
- K2.** Explain Packaging details
- K3.** Identify Different trims



- K4. Explain Design development and colour schemes
- K5. Interpret Spec sheets
- K6. Costing sheet (Price comparison, price management, etc.)
- K7. Purchase Order (PO)

### **Critical Evidence(s) Required**

The candidate needs to produce any or all of the following documents/evidences:

1. Portfolio
2. Assignment(s)/Project(s)
3. Relevant Certification(s)
4. Relevant Job/Experience Letter

**Furthermore, the candidate must execute demonstration(s) which may include the following:**

1. Prepare a list of specifications of each trim
2. Approve layout of all relevant printed packaging material
3. Choose samples as per specifications for approval
4. Prepare a Purchase Order (PO) for a Final product



## Competency Standard G: Coordinate Production Processes

### Merchandising - 0414TAM07C

**Overview:** This competency standard deal with coordinate production process. That includes Execute Bulk Production, Perform Bulk Testing, Perform finishing and Packing and Perform Final Audit. Your underpinning knowledge will be sufficient to provide you the basis for your work.

Competency Units	Performance Criteria
<b>CU1.</b> Plan Bulk Production	<p><b><i>You must be able to:</i></b></p> <p><b>P1.</b> Design assembly line as per purchase order:</p> <ul style="list-style-type: none"> <li>o Single Model assembly line</li> <li>o Mix Model assembly line</li> </ul> <p><b>P2.</b> Set production target according to quantity and Time (Time &amp; Assessment (T&amp;A))</p>
<b>CU2.</b> Monitor Bulk Testing	<p><b><i>You must be able to:</i></b></p> <p><b>P1.</b> Analyse raw material testing result</p> <p><b>P2.</b> Analyse Inline inspection result</p> <p><b>P3.</b> Analyse testing results of finished goods</p>
<b>CU3.</b> Monitor finishing and Packing procedure	<p><b><i>You must be able to:</i></b></p> <p><b>P1.</b> Inspect thread cropping procedure</p> <p><b>P2.</b> Inspect stain removal Procedure</p> <p><b>P3.</b> Inspect Ironing procedure</p> <p><b>P4.</b> Inspect Tagging procedure</p> <p><b>P5.</b> Inspect Folding procedure</p> <p><b>P6.</b> Inspect piece Packing and bulk packing procedure</p>
<b>CU4.</b> Scrutinise Final Audit	<p><b><i>You must be able to:</i></b></p> <p><b>P1.</b> Examine material/accessories inspection</p>



	<p><b>P2.</b> Examine measurement inspection</p> <p><b>P3.</b> Examine colour/design inspection</p> <p><b>P4.</b> Examine packaging and folding inspection</p>
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## Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. Therefore he/she must be able to:

- K1.** Describe Quality control procedures (QC)
- K2.** Describe Quality assurance procedures (QA)
- K3.** Identify types of packing (solid/assorted)
- K4.** Interpret Spec Sheet
- K5.** Explain AQL system
- K6.** Types of defects (Fabric, stitching, etc.)

## Critical Evidence(s) Required

The candidate needs to produce any or all of the following documents/evidences:

- 1. Portfolio
- 2. Assignment(s)/Project(s)
- 3. Relevant Certification(s)
- 4. Relevant Job/Experience Letter

**Furthermore, the candidate must execute demonstration(s) which may include the following:**

- 1. Prepare a Packing List
- 2. Document the results of Final Audit



## Competency Standard H: Apply Marketing and Management Concepts Merchandising - 0414TAM07D

**Overview:** This competency standard deal with learning the competencies needed to Identify Basic Management Concepts. That includes management practices, product development life cycle, interpret business models. Your underpinning knowledge will be sufficient to provide you the basis for your work.

Competency Units	Performance Criteria
<b>CU1.</b> Apply Management Practices	<b><i>You must be able to:</i></b> <b>P1.</b> Interpret Layers of Management <b>P2.</b> Interpret Types of Management <b>P3.</b> Demonstrate Problem Solving Techniques <b>P4.</b> Perform Process of Decision Making
<b>CU2.</b> Monitor the Product Development lifecycle	<b><i>You must be able to:</i></b> <b>P1.</b> Perform Initial Forecast <b>P2.</b> Perform Consumer Analysis <b>P3.</b> Prepare a Marketing Plan to source and present the product
<b>CU3.</b> Interpret Business Models	<b><i>You must be able to:</i></b> <b>P1.</b> Interpret Types of Business Models <b>P2.</b> Evaluate the Contemporary Business Models

## Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. Therefore he/she must be able to:

- K1.** Describe Problem Solving Techniques
- K2.** Explain Layers of Management
- K3.** Explain Types of Management
- K4.** Describe Decision Making process
- K5.** Explain Product Development Lifecycle
- K6.** Understand Business Models (Wholesale, retail, e-commerce, B2B,



B2C, etc.)



## Critical Evidence(s) Required

The candidate needs to produce any or all of the following documents/evidences:

1. Portfolio
2. Assignment(s)/Project(s)
3. Relevant Certification(s)
4. Relevant Job/Experience Letter

Furthermore, the candidate must execute demonstration(s) which may include the following:

1. Interpret Case Study
2. Evaluate Business Model
3. Present Product Lifecycle project using MS PowerPoint



## COMPLETE LIST OF TOOLS AND EQUIPMENT

SR#	Tools & Equipment	Quantity
1.	Computer Systems	25
2.	Scanner	1
3.	Printer	1
4.	Panton Book	1
5.	Pick Glass/Magnifying Glass	25
6.	Textile/Fabric Light Box	1
7.	Scissors	25
8.	GSM Cutter	5
9.	Measuring Tape	25
10.	Barcode Scanner	1
11.	Spec Sheet	25