



THE REPUBLIC OF KENYA

NATIONAL OCCUPATIONAL STANDARD

FOR  
FASHION DESIGN MANAGER  
KNQF LEVEL 6

ISCED OCCUPATIONAL STANDARD CODE:0212 554 B



TVET CDACC  
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NAIROBI

## MANAGE FASHION DESIGN STUDIO

UNIT CODE: FAS/OS/FD/CC/03/6B

### UNIT DESCRIPTION

This unit covers the competencies required to manage a fashion design studio. It involves planning and organizing fashion design studio operations, controlling and coordinating studio operations, managing studio staff, products sales and marketing.

This standard applies in Fashion industry.

### ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the <b>key outcomes</b> which make up <b>workplace function</b> .	PERFORMANCE CRITERIA These are <b>assessable</b> statements which specify the required level of performance for each of the elements. <i><b>Bold and italicized terms are elaborated in the Range</b></i>
1. Plan and organize fashion design studio operations	1 .1Regulations for starting and operating a fashion design studio are identified and adhered to as per legal requirements. 1 .2Organization's <b><i>operational resources</i></b> are identified and their availability secured as per workplace policy. 1 .3 <b><i>Budget estimates</i></b> are prepared based on the organizations operations. 1 .4Organizational structure is developed based on operations of the organization. 1 .5Operational resources are allocated based on the organization structure and activities. 1 .6Staff is recruited based on the organization structure and strategic objectives. 1 .7Staff is allocated duties based on their competences and job description. 1 .8Workplace policies are developed based on the strategic objectives of the organization. 1 .9Organization's standard operating procedures are developed and disseminated as per workplace policy.
2. Manage fashion design studio staff	2 .1 Inexperienced staff is oriented and inducted as per workplace policy. 2 .2 Staff performance targets are set based on organization's objective. 2 .3 Staff supervision procedures are established as per workplace policy.

	<p>2 .4 Staff performance is evaluated based on set targets and the organizations policy.</p> <p>2 .5 <b>Staff records</b> are maintained and updated as per workplace policy.</p> <p>2 .6 Staff adherence to standard operating procedures is monitored as per workplace policy.</p> <p>2 .7 Staff <b>capacity building</b> program is developed and established based organization's needs and workplace policy.</p> <p>2 .8 Staff is motivated and reprimanded based on workplace policy.</p>
3. Coordinate and oversee fashion design studio operations	<p>3.1 Leadership is provided based on situational needs.</p> <p>3.2 Operational materials and supplies are acquired and stored as per workplace policy and manufacturer's instructions.</p> <p>3.3 Operational tools and equipment are acquired and stored as per workplace policy and manufacturer's instructions.</p> <p>3.4 Operational tools and equipment are used and maintained as per workplace policy and manufacturer's instructions.</p> <p>3.5 Fashion design processes and procedures are adhered to as per workplace policy.</p> <p>3.6 Operations are documented as per workplace policy and legal requirements.</p> <p>3.7 Operations reports are prepared as per workplace policy.</p> <p>3.8 Operational risks are identified and mitigation measures put in place as per workplace policy.</p>
4. Control fashion design studio operations	<p>4.1 Control mechanisms are developed as per workplace policy.</p> <p>4.2 Control mechanisms are implemented as per workplace policy.</p> <p>4.3 Adherence to control mechanisms is monitored as per workplace policy.</p> <p>4.4 Control mechanism are evaluated and reviewed based on the objectives of the organization.</p> <p>4.5 Revenue performance of the fashion design studio is monitored based on organizational objectives.</p>
5. Manage fashion studio products sales and marketing	<p>5.1 Market research is conducted based on principles of marketing.</p> <p>5.2 Marketing strategy is developed and implemented based on research findings.</p> <p>5.3 <b>Fashion studio products</b> are priced, placed, positioned and promoted based on marketing strategy.</p> <p>5.4 Sales and marketing records are maintained based on workplace policy.</p>

## RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

Range	Variables
1. Operational resources may include but not limited to:	<ul style="list-style-type: none"><li>• Human</li><li>• Financial</li><li>• Infrastructural</li></ul>
2. Budget estimates may include but not limited to:	<ul style="list-style-type: none"><li>• Revenues estimates</li><li>• Expenditure estimates</li></ul>
3. Legal requirements may include but not limited to:	<ul style="list-style-type: none"><li>▪ OSH Act 2007</li><li>▪ Public health Act Cap 242</li><li>▪ NEMA regulations</li><li>▪ EMCA 1999</li><li>▪ County by-laws</li><li>▪ Labour laws</li><li>▪ KRA act</li></ul>
4. Fashion studio products may include but not limited to:	<ul style="list-style-type: none"><li>▪ Ladies' garments</li><li>▪ Gents' garments</li><li>▪ Children's wear</li><li>▪ Bridal wear</li><li>▪ Sportswear</li><li>▪ Uniform</li><li>▪ Lingerie</li><li>▪ Bags</li><li>▪ Accessories</li><li>▪ Shoes</li><li>▪ Decorated fabrics</li><li>▪ Millinery</li></ul>

## REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

### Required Skills

The individual needs to demonstrate the following skills:

- Administrative
- Communication
- Interpersonal
- Negotiation

- Analytical
- Risk assessment
- Evaluation
- Monitoring
- Decision making
- Problem solving
- Accountability
- Time management

### **Required Knowledge**

The individual needs to demonstrate knowledge of:

- Business operational resources
- Development of standard operating procedures
- Staff management and remuneration
- Legal framework for business enterprises
- Principles of administration and management
- Budgeting
- Principles of accounting
- Principles of purchasing
- Storage of goods
- Stock control
- Standard operating procedures
- Operations control mechanisms
- Record keeping
- Performance management
- Risk and risk assessment

### **EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical Aspects of Competency	<b>Assessment requires evidence that the candidate:</b> <p>1 .1Demonstrated knowledge of the regulations on starting and operating a business enterprise.</p> <p>1 .2Identified and secured availability of hairdressing unit operational resources.</p> <p>1 .3Developed fashion design studio organizational structure.</p> <p>1 .4Allocated duties and operational resources</p> <p>1 .5Established and implemented staff remuneration policy</p>
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	<p>1 .6Developed and implemented workplace policies for the unit</p> <p>1 .7Developed and implemented standard operating procedures</p> <p>1 .8Oriented and inducted fresh staff</p> <p>1 .9Set performance targets and established supervision protocols</p> <p>1 .10 Demonstrated knowledge of staff performance measurement and appraisal</p> <p>1 .11 Maintained organization's records</p> <p>1 .12 Monitored staff adherence to standard operating procedures</p> <p>1 .13 Established and implemented staff capacity building program.</p> <p>1 .14 Demonstrated understanding of leadership concepts</p> <p>1 .15 Demonstrated understanding of staff motivation and sanctions</p> <p>1 .16 Demonstrated understanding of business risk assessment and mitigation</p> <p>1 .17 Prepared and documented reports</p> <p>1 .18 Established and monitored operations control mechanisms</p> <p>1 .19 Demonstrated understanding of control mechanisms</p> <p>1 .20 Monitored fashion design studio business revenue performance</p>
2. Resource Implications	<p>The following resources should be provided:</p> <p>2 .1Appropriately simulated environment where assessment can take place.</p> <p>2 .2Access to relevant assessment environment.</p> <p>2 .3Resources relevant to the proposed assessment activity or tasks.</p>
3. Methods of Assessment	<p>Competency may be assessed through:</p> <p>3.1 Written test</p> <p>3.2 Observation</p> <p>3.3 Oral questioning</p> <p>3.4 Interview</p> <p>3.5 Project</p> <p>3.6 Portfolio</p> <p>3.7 Third party report</p>
4. Context of Assessment	<p>Assessment could be conducted:</p> <p>4.1 On-the-job</p>

	4.2 Off-the-job 4.3 During industrial attachment
5. Guidance information for assessment	Holistic assessment with related units in the sector is recommended.