

ITEC Unit 594 - Commercial Influences within the Wig Making Industry Guided learning Hours: 17 Unit accreditation number: F/504/6074		
Learning Outcome	Assessment Criteria	Taught Content
1. Know how to introduce wig services in your salon	1.1 Explain what methods are used to target clients 1.2 Describe the process for offering a wig service to clients 1.3 Demonstrate displaying wigs to attract sales in the salon 1.4 Describe the importance of providing the right environment when meeting existing and potential clients	1.1.1 To include: <ul style="list-style-type: none"> • Different types of clients • Media and advertising • Using agents • Public contracts • Leaflets 1.2.1 To include: <ul style="list-style-type: none"> • Consultation • Types of wigs available • Purpose • Cost 1.3.1 To include: <ul style="list-style-type: none"> • Positioning and size • Display apparatus • Security 1.4.1 To include: <ul style="list-style-type: none"> • Privacy • Ambiance • Compassion and understanding
2. Know the different wig types	2.1 Identify the types of wigs available 2.2 Explain the benefits of acrylic weft type wigs	2.1.1 To include: <ul style="list-style-type: none"> • Acrylic weft • Acrylic mono top, crown, parting • Acrylic hand tied • Lace Fronts • Real hair custom made • Hair pieces custom made

	<p>2.3 Describe the terms acrylic mono top, crown and parting</p> <p>2.4 Explain what acrylic hand tied wigs are and the advantages to the wearer</p> <p>2.5 Describe the uses of lace fronts</p> <p>2.6 Explain what the term “real hair custom made” means</p>	<p>2.2.1 To include:</p> <ul style="list-style-type: none"> • Durability • Cost • Readily available • Range of styles and colours • Easy to clean and less maintenance • Light and cooler to wear <p>2.3.1 To include:</p> <ul style="list-style-type: none"> • Monofilament or polyurethane • Natural look • Hand tied • Injected hair into monofilament (New technology) <p>2.4.1 To include:</p> <ul style="list-style-type: none"> • Hand knotted into wig base • Natural look • Durability • Cost <p>2.5.1 To include:</p> <ul style="list-style-type: none"> • Receding hair • Exposed front hairlines <p>2.6.1 To include:</p> <ul style="list-style-type: none"> • Made to measure • Different types of human hair • Range of materials used
3. Understand the wig service processes	<p>3.1 Explain why a thorough consultation is so important when providing wig services</p> <p>3.2 Describe why it is important to discuss colours, styles and budgets with clients</p>	<p>3.1.1 To include:</p> <ul style="list-style-type: none"> • Avoid mistakes • Customer satisfaction <p>3.2.1 To include:</p> <ul style="list-style-type: none"> • Factors that may affect choice of product <ul style="list-style-type: none"> ▪ Suitability

	<p>3.3 Explain the process for trying on wigs including health and safety</p> <p>3.4 Explain the meaning of customising</p> <p>3.5 Explain what is meant by special orders</p> <p>3.6 Describe the methods used when carrying out alterations and adjustments</p>	<ul style="list-style-type: none"> ▪ Customer satisfaction ▪ Affordability <p>3.3.1 To include:</p> <ul style="list-style-type: none"> • Positioning of client • Fitting wig cap • Protecting base of wig <p>3.4.1 To include:</p> <ul style="list-style-type: none"> • Made to measure • Responding to specific client requests • Adjusting the fitting • Adding features to a wig e.g. – colours <p>3.5.1 To include:</p> <ul style="list-style-type: none"> • Medical conditions • Theatrical/Costume wear <p>3.6.1 To include:</p> <ul style="list-style-type: none"> • Enlarging wigs • Making them smaller • Replacing lace • Sewing • Knotting
4. Know how different financials influence the service and type of wigs sold	<p>4.1 Explain what is a starter wig kit and describe the typical contents</p> <p>4.2 Describe how you deal with a promotion in the salon and your local area</p>	<p>4.1.1 To include:</p> <ul style="list-style-type: none"> • Head form • Wig cap • Wig brush • Aftercare materials <p>4.2.1 To include:</p> <ul style="list-style-type: none"> • Salon display • Presentations in store • Local meeting groups • Articles in local papers • Posters in Doctors Surgeries

	4.3 Explain the different types of payment arrangements for purchasing wigs and wig services	4.3.1 To include: <ul style="list-style-type: none"> • Private client payment arrangements – direct sales, no prescription • NHS payment processes and structures – client referrals • Wig agent payment processes – contracts, percentage on sales
5. Know the different marketing opportunities	5.1 List the types of marketing opportunities for wig services 5.2 Describe the type of client that may be found through targeting GPs or hospitals 5.3 Explain the reasons why people wear wigs	5.1.1 To include: <ul style="list-style-type: none"> • In salon • Local • GP's & Hospitals • Support groups • Other salons 5.2.1 To include: <ul style="list-style-type: none"> • Cancer patients • Alopecia sufferers • Accident patients • Young people • Elderly people • Infirm • Convenience wear/Special occasions