

Unit 594 - Commercial Influences within the Wig Making Industry

Unit Accreditation Number: F/504/6074

Learning Outcome	Assessment Criteria
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
2. Know the different Wig Types	2.1 Identify the types of wigs currently available 2.2 Explain the benefits of Acrylic weft type wigs 2.3 Describe the terms Acrylic Mono Top, crown and parting 2.4 Explain what Acrylic hand tied wigs are and the advantages to the wearer 2.5 Describe the uses of Lace Fronts 2.6 Explain what the term Real Hair Custom Made means
3. Understand the Wig Service processes	3.1 Explain why a thorough consultation is so important when providing wig services 3.2 Describe why it is important to discuss colours, styles and budgets with clients 3.3 Explain the process for trying on wigs including health and safety 3.4 Explain the meaning of Customising 3.5 Explain what is meant by Special orders 3.6 Describe the methods used when carrying out Alterations and Adjustments
4. Know how different Financials influence the service and type of wigs sold	4.1 Explain what is a starter wig kit and describe a typical contents 4.2 Describe how you deal with a promotion in the salon and your local area 4.3 Explain the different types of payment arrangements for purchasing wigs and wig services
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 GP's or hospitals 5.3 Explain the reasons why people wear wigs
Assessment method:	<p>A minimum of 1 practical performances</p> Practical performance:/...../..... Assignment: : Date:.....

Unit complete: Date..... Lecturer's/Assessor's name..... Signature

Quality assured by Name..... Signature Date sampled.....