

iUHB243 – Commercial influences within the wig making industry

URN – Y/617/5710

Guided Learning Hours: 17

Learning outcome	Assessment criteria	Taught content to include
LO1 Know how to introduce wig services in the salon	1.1. Explain what methods are used to target clients	<ul style="list-style-type: none"> • Different types of clients • Media and advertising • Using agents • Public contracts • Leaflets
	1.2. Describe the process for offering a wig service to clients	<ul style="list-style-type: none"> • Consultation • Types of wigs available • Purpose • Cost
	1.3. Demonstrate displaying wigs to attract sales in the salon	<ul style="list-style-type: none"> • Positioning and size • Display apparatus • Security
	1.4. Describe the importance of providing the right environment when meeting existing and potential clients	<ul style="list-style-type: none"> • Privacy • Ambiance • Compassion and understanding
LO2 Know the different wig types	2.1. Identify the types of wigs currently available	<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
	2.2. Explain the benefits of acrylic weft type wigs	<ul style="list-style-type: none"> • Durability • Cost

		<ul style="list-style-type: none"> • Readily available • Range of styles and colours • Easy to clean and less maintenance • Light and cooler to wear
	2.3. Describe the terms acrylic mono top, crown and parting	<ul style="list-style-type: none"> • Monofilament or polyurethane • Natural look • Hand tied • Injected hair into monofilament
	2.4. Explain what acrylic hand tied wigs are and the advantages to the wearer	<ul style="list-style-type: none"> • Hand knotted into wig base • Natural look • Durability • Cost
	2.5. Describe the uses of lace fronts	<ul style="list-style-type: none"> • Receding hair • Exposed front hairlines
	2.6. Explain what the term real hair custom made means	<ul style="list-style-type: none"> • Made to measure • Different types of human hair • Range of materials used

LO3 Understand the wig service processes	3.1. Explain why a thorough consultation is important when providing wig services	<ul style="list-style-type: none"> • Avoid mistakes • Customer satisfaction
	3.2. Describe why it is important to discuss colours, styles and budgets with clients	<ul style="list-style-type: none"> • Factors that may affect choice of product <ul style="list-style-type: none"> - Suitability - Customer satisfaction - Affordability
	3.3. Explain the process for trying on wigs including health and safety	<ul style="list-style-type: none"> • Positioning of client • Fitting wig cap • Protecting base of wig
	3.4. Explain the meaning of customising	<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
	3.5. Explain what is meant by special orders	<ul style="list-style-type: none"> • Medical conditions • Theatrical/costume wear

	3.6. Describe the methods used when carrying out alterations and adjustments	<ul style="list-style-type: none"> • Enlarging wigs • Making them smaller • Replacing lace • Sewing • Knotting
LO4 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	<ul style="list-style-type: none"> • Head form • Wig cap • Wig brush • Aftercare materials
	4.2. Describe how you deal with a promotion in the salon and your local area	<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	<ul style="list-style-type: none"> • Private client payment arrangements <ul style="list-style-type: none"> - Direct sales, no prescription • NHS payment processes and structures <ul style="list-style-type: none"> - Client referrals • Wig agent payment processes <ul style="list-style-type: none"> - Contracts - Percentage on sales
LO5 Know the different marketing opportunities	5.1. List the types of marketing opportunities for wig services	<ul style="list-style-type: none"> • In salon • Local • GP's & hospitals • Support groups • Other salons
	5.2. Describe the type of client that may be found through targeting GP's or hospitals	<ul style="list-style-type: none"> • Cancer patients • Alopecia sufferers • Accident patients • Young people • Elderly people • Infirm • Convenience wear/special occasions

	5.3. Explain the reasons why people wear wigs	<ul style="list-style-type: none"> • Hair loss <ul style="list-style-type: none"> - Alopecia areata - Alopecia totalis - Male pattern baldness • Cancer patients • Accident patients • Adornment/change of hairstyle
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Assessment	
Portfolio of evidence	Containing an assignment

Guide to taught content
The content contained within the unit specification is not prescriptive or exhaustive but is intended to provide helpful guidance to teachers and learners with the key areas that will be covered within the unit, and, relating to the kinds of evidence that should be provided for each assessment objective specific to the unit learning outcomes.

Document History

Version	Issue Date	Changes	Role
v1	08/08/2019	First published	Qualifications and Regulation Co-ordinator