

1. Title	Master basic retail management
2. Code	BEZZMS303A
3. Range	Master basic retail management knowledge at beauty-related workplaces to effectively carry out retail routines in beauty shopping shops.
4. Level	3
5. Credit	6 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand basic retail management concept</p> <ul style="list-style-type: none"> <li>◆ Understand basic retail management concept</li> <li>◆ Understand retail outlet management e.g. Make preparations for opening <ul style="list-style-type: none"> <li>• Software <ul style="list-style-type: none"> <li>▸ Amiable and smiling staff</li> <li>▸ Tidy and comfortable shopping environment</li> <li>▸ Attractive and tidy presentation of products</li> <li>▸ Good inventory control</li> </ul> </li> <li>• Hardware <ul style="list-style-type: none"> <li>▸ Cashier</li> <li>▸ Commodity display facilities</li> <li>▸ Fire prevention and safety installations</li> </ul> </li> </ul> </li> <li>◆ Know about financial management, including: <ul style="list-style-type: none"> <li>• Use and control of resources</li> <li>• Appropriate allocation of resources</li> </ul> </li> <li>◆ Understand personnel management, including: <ul style="list-style-type: none"> <li>• Recruitment and selection of personnel</li> <li>• Staff training</li> <li>• Planning, allocation and assessment <ul style="list-style-type: none"> <li>▸ Allocate manpower according to customer flow</li> <li>▸ Allocate manpower according to the ability of staff</li> <li>▸ Consider the proportion between full-time and part-time staff</li> <li>▸ Match the goods delivery dates with the promotion period</li> <li>▸ Allocate work duties on a fair basis</li> <li>▸ Motivate / encourage subordinates</li> </ul> </li> </ul> </li> <li>◆ Understand information management <ul style="list-style-type: none"> <li>• Use information effectively</li> <li>• Solve problems and make decisions through the exchange of information</li> </ul> </li> </ul>

	6.2 Apply retail management knowledge    ♦    Master basic beauty retail management techniques to assist with the implementation of retail management in beauty shops
7. Assessment Criteria	The integrated outcome requirement of this unit of competency is: (i) Capable to master basic retail management knowledge to assist with retail management in routine beauty outlet working environment.
8. Remarks	