

Unit of Competency**Functional Area: Sales and Merchandising**

Title	Issue product design briefs
Code	105203L3
Range	This unit of competency is applicable to practitioners in the import and export to display products and samples to target customers in according with the company goals (e.g., branding building, company image promotion, or sales promotion).
Level	3
Credit	2 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Knowledge of setting up venues for display of products and samples <ul style="list-style-type: none"> • Explain the objectives of the setting of venues, e.g., arouse customers' interests, stimulate customers' buying desires, bring visual enjoyment to customers • Describe basic graphic principles, e.g., point, line, and plane • Describe the basic display arrangement, e.g., use of materials • Apply the techniques of displaying products and samples, e.g., colour matching, lighting design, and decoration for scene 2. Display products and samples <ul style="list-style-type: none"> • Identify the theme of the show, e.g., build up brands, promote company images, or sell products • Prepare proposal to display products and samples • Communicate with exhibitors to collect relevant information of the venues • Recommend design ideas to display products and samples • Develop procedures for display products and samples • Participate in the process of display products and sample • Review the effectiveness of product/sample display and take follow up actions if required
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of preparing proposals on exhibitions/shows • Capable of displaying products and samples • Capable of reviewing the effectiveness of product/sample display
Remark	