

Specification of Competency Standards of the Retail Industry

**Unit of Competency**

**Functional Area: Sales and Marketing**

Title	Preparations for commodity display
Code	105038L1
Range	This unit of competency (UoC) is applicable to staff responsible for giving assistance in showing or displaying commodities in the retail industry. It covers the abilities to implement routine work under clear guidance, and complete the preparations for commodity display in accordance with the instructions of the higher level.
Level	1
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of work related to commodity display <ul style="list-style-type: none"> <li>• Understand the purpose of commodity display, e.g.: <ul style="list-style-type: none"> <li>• Increase customer flow</li> <li>• Stimulate customers' desire to purchase</li> <li>• Promote new commodity</li> <li>• Fit in with thematic promotion, etc.</li> </ul> </li> <li>• Understand factors to be considered in commodity display and act accordingly, including: <ul style="list-style-type: none"> <li>• Overall image of the store</li> <li>• Store environment and decoration characteristics</li> <li>• Category and characteristics of commodities</li> <li>• Seasonal or special festival considerations, etc.</li> </ul> </li> <li>• Understand the way of handling commodity display and the related techniques of the industry</li> <li>• Master usage, characteristics and operating methods of various kinds of display equipment, e.g.: <ul style="list-style-type: none"> <li>• Display racks, shelves</li> <li>• Pull-up stands</li> <li>• Clothes-racks and models (apparel exhibits)</li> <li>• Slogans/price tags</li> <li>• Containers</li> <li>• Lighting, audio equipment</li> <li>• Other related equipment, etc.</li> </ul> </li> </ul> </li> <li>2. Preparations for commodity display <ul style="list-style-type: none"> <li>• Confirm details of plans for commodity showing/display with the higher level, including: <ul style="list-style-type: none"> <li>• Purpose and theme of showing/display</li> <li>• Type and characteristics of commodities on display</li> <li>• Special requirements for equipment such as lighting, source of electricity and audio equipment</li> </ul> </li> <li>• Complete the commodity display preparations in accordance with the instructions of the higher level, including: <ul style="list-style-type: none"> <li>• Confirm the appropriate display location and space</li> <li>• Install/place related racks, lighting and furniture</li> <li>• Place promotional posters and pamphlets</li> <li>• Ensure the accuracy of commodity prices and labels</li> </ul> </li> <li>• Report to the higher level after completion of preparations</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Strictly adhere to the requirements of related occupational safety and health ordinances in the preparations for commodity display</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Apply fundamental skills of commodity display and complete the preparations for commodity display under the instructions of the higher level; and</li> <li>• Ensure a smooth implementation of the preparations for commodity display in order to go with the organization's related commodity promotional work.</li> </ul>
Remark	