

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Implement store design plan
Code	105131L3
Range	This unit of competency (UoC) is applicable to staff in the retail industry. It requires independent analysis, judgement and execution. It covers the abilities to implement the organization's store and window design plan and provide a safe shopping environment for customers.
Level	3
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of store design plan <ul style="list-style-type: none"> • Understand the business strategies and marketing plan of the organization • Master the details of the store and window design plan of the organization, including: <ul style="list-style-type: none"> • Actual layout of design • Groups of customers targeted by the design plan • Message expressed by the design plan • Considerations for corporate image • Master the actual environment of the store design plan, including: <ul style="list-style-type: none"> • Space of the site, e.g. area, height • Facilities of the site, e.g. lighting, power supply audio effect, etc. • Installations of the site, e.g. ceilings, raised platform and fixtures e.g. changing room • Limitations in the use of the site (e.g. size of the volume) • Time limitations, e.g. whether can be placed 24 hours or not • Understand the resources required for the implementation of the store design plan • Understand government ordinances and regulations for the implementation of the store design plan • Understand the competitive environment faced by the organization and competitors' sales practices 2. Implement store design plan <ul style="list-style-type: none"> • Apply the knowledge of the store design plan in the daily work, e.g.: <ul style="list-style-type: none"> • Seek clear guidelines from the higher level on business strategies, targeted market, customer groups, etc. • Measure the usable space and area of the site • Make a sketch or model of the proposed appearance of the store and windows if necessary • Prepare the configuration plan to include the details of layout analysis, expected customer flow and needs, fixtures, budget, etc. • Put the goods in places/on the shelves securely according to the design plan • Record the appearance of the store and windows designed, e.g. take photographs or save at computer • Collect customers' impressions and comments on the store and window design through effective channels • Optimize the design plan according to comments collected and implement them 3. Exhibit professionalism <ul style="list-style-type: none"> • Implement the store design plan in a professional manner to ensure that the design complies with the legal requirements on fire services
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Implement the established store and window design plan. The implementation of the store design plan can provide satisfactory shopping experience to customers and help promote the organization's retail business.
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