Unit of Competency

Functional Area: Store Operations

Title	Implement commodity display
Code	105140L3
Range	This unit of competency (UoC) is applicable to staff responsible for commodity display in the retail industry. It requires analysis and judgement. It covers the abilities to display/show commodities properly in retail stores to attract and facilitate customers to buy.
Level	3
Credit	6 (for reference only)
Competency	Performance Requirements 1. Knowledge of commodity display - Understand the organization's product promotion and display/showing strategies - Understand the purpose of showing products, e.g. increase customer flow, promote new commodities, stimulate purchasing desire to facilitate transactions, thematic promotion, etc. - Understand the methods, effects and techniques for various types of commodity display, e.g. focal style, scenic style, etc. - Understand factors to be considered in commodity display, including the image, environment and decoration of the store, characteristics, category and seasonality of commodities, etc. - Understand the characteristics of competitor's commodity display - Know about the usage, characteristics and operating methods of various kinds of display equipment, e.g. display racks, electronic photo frame - Know about legal requirements related to occupational safety and health 2. Implement commodity display - Confirm with relevant departments details of plans for commodity display/showing, e.g.: - Purpose of display, theme of design - Installation requirements for lighting, power supply and audio equipment - Type and nature of the commodities - Estimates of expenditure - Obtain store information for reference before displaying/showing the commodities, including: - Floor plan, proportion of space - Information on target groups of customers - Decoration, shelves, lighting, display and furniture of the store - Workspace information - Implement commodity display according to the organization's overall sales and marketing strategy for commodities, including: - Formulating display design plan - Confirming the theme of display, e.g. commercialized, livelihood, personalized, etc. - Confirming the appropriate display location and space - Arranging and installing appropriate display equipment - Ensuring the accuracy of commodity prices and labels - Regularly arranging to place the promotional commodities on shelves - Displaying promotional posters and pamphlets - Check the display items regularly to ensure they are in good condition, and change them accordingly - Review the effectiveness of commodity display and submit reports to the higher level 3. Exhibit professionalism - Follow the Occupational Safety and Health Ordinance when implementing commodity display - Commodity display can attract customers and stimulate customers' desire to purchase so as to boost the sales of the retail store

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Use knowledge and techniques in commodity display to implement commodity display in accordance with the organization's marketing and sales strategies in order to achieve the established purpose of display; and • Review regularly the effectiveness of the commodity display plan and check the condition of the display items; change the items if necessary.
Remark	