

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Display food
Code	105706L2
Range	This unit of competency (UoC) is applicable to staff responsible for the display and sale of food. It covers the abilities to display the organization's food under supervision in the store in a pleasing and attractive way so as to draw the attention of customers and stimulate their consumption desire.
Level	2
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the display of food</p> <ul style="list-style-type: none"> • Understand the details of the food sold by the organization, including: <ul style="list-style-type: none"> • Classification of food, e.g. meat, fish, vegetables, ready to eat food, etc. • Detailed categories of different foods, e.g. pig, cattle, chicken and goose • Date and guidelines for safe consumption of different foods, e.g. need to be cooked thoroughly • Guidelines for pricing and price change , e.g. price reduction due to the passing of time for the product displayed • Understand the essentials for proper display of food on the shelf, including: <ul style="list-style-type: none"> • Food product list of the organization and criteria for choosing products to be displayed/put on the shelf • Location and usable area of the food display room/shelf of the organization, and the supporting equipment • Special requirements for displaying different foods, e.g. need to be chilled • Selling points of related food and relationship to the promotion theme at the time • Turnover and replenishment of the stock of food • Display location and tagging of food • Master the techniques for the display and sale of food, including: <ul style="list-style-type: none"> • Customers' mindset and behavior • Attractiveness of different foods to different customers, e.g. women or children • Practice for food promotion, e.g. tasting and introduction of cooking techniques • Understand the legal requirements and guidelines of the Government and other regulators related to the display of food, e.g. : <ul style="list-style-type: none"> • Trade Descriptions Ordinance, e.g. composition for manufacture • Food Safety Ordinance, e.g. place of production or origin, consumption date, etc.

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Competency	<p>2. Display food under supervision</p> <ul style="list-style-type: none">• Prepare the food items to be displayed/put on the shelf, including:<ul style="list-style-type: none">• Gathering the items and choosing the most attractive ones as samples as instructed by the higher level• Gathering related tools, utensils and equipment• Identifying the requirements for the display of respective food, e.g. refrigeration equipment• Handling displayed food respectively, e.g. slicing, defrosting or heating it first• Display the food on the shelf for promotion, including:<ul style="list-style-type: none">• Packing the food properly or dishing it for display• Properly placing the food in a specified display or storage area• Ensuring that the food is fresh enough for display• Ensuring the safety of food, e.g. separating raw and cooked food to prevent cross-contamination• Ensuring that the overall display of food strikes a balance between diversity and attractiveness• Replenishing and replacing the displayed food regularly• Properly display the name and price of food, including:<ul style="list-style-type: none">• Ensuring that the name and price tags are properly placed in a correct and conspicuous position• Ensuring the replacement of corresponding name tags when changing displayed food or its prices• Ensuring that all the information shown is accurate and correct• Maintain and upkeep the displayed food, including:<ul style="list-style-type: none">• Taking or handling food in correct ways and with correct tools• Handling food that deteriorate or perish easily with special care• Replacing/removing expired food or food unfit for consumption• Always keeping the display room/shelf clean and tidy• Ensuring that the display room/shelf is maintained at preset conditions, e.g. temperature and humidity• Introduce to customers food on display and answering their enquires correctly <p>3. Exhibit professionalism</p> <ul style="list-style-type: none">• Ensure that the legislations and corporate guidelines related to food safety are followed when displaying the food for promotion
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none">• Display, under supervision, the organization's food and accessories in the store in a pleasing and attractive way; and• Display the food properly so as to attract customers to buy and boost sales.
Remark	