

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Display liquor
Code	105707L2
Range	This unit of competency (UoC) is applicable to staff responsible for the display and sale of liquor. It covers the abilities to display the organization's liquor under supervision in the store in a pleasing, attractive and prominent way so as to attract customers to buy and boost sales.
Level	2
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the display of liquor</p> <ul style="list-style-type: none"> • Understand the details of the liquor sold by the organization, including: <ul style="list-style-type: none"> • Classification of liquor, e.g. grape wine, red wine, white wine, beer, rice wine, yellow wine, etc. • Detailed categories of different liquor, e.g. ice wine under the class of grape wine, sparkling wine, champagne, fortified wine, etc. • Best consumption date of different liquor • Guidelines for consumption of different liquor (e.g. food that match/does not match well) • Guidelines for pricing and price change (adjustment according to supply or season) • Understand the essentials for proper display of liquor on the shelf, including: <ul style="list-style-type: none"> • Liquor product list of the organization and criteria for choosing products to be displayed on the shelf • Location and usable area of the liquor display room/shelf of the organization, and the supporting equipment • Special requirements for displaying different liquor, e.g. being chilled/maintaining constant temperature/appropriate humidity • Selling points of related liquor and relationship to the promotion theme at the time • Turnover and replenishment of the stock of liquor • Display location and tagging of liquor • Master the techniques for the display and sale of liquor, including: <ul style="list-style-type: none"> • Customers' mindset and behavior for buying liquor • Attractiveness of different liquor to different consumer groups, e.g. habitual drinkers, price-sensitive consumers, housewives, etc. • Practice for selling liquor, e.g. tasting and introduction of the brewing method of the liquor • Understand the legal requirements and guidelines of the Government and other regulators related to the display of liquor, e.g. : <ul style="list-style-type: none"> • Dutiable Commodities (Liquor) Regulations • Liquor licences issued by the Liquor Licensing Board to premises supplying liquor for consumption on the premises (according to the regulation, it is not allowed to supply liquor to any person under 18 years of age for consumption on the premises)

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Competency	<p>2. Display liquor under supervision</p> <ul style="list-style-type: none"> • Prepare the liquor items to be displayed on the shelf, and the required equipment, including: <ul style="list-style-type: none"> • Gathering the liquor products 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 liquor products, e.g. temperature control equipment • Handling respective liquor products for display, e.g. chilling the beer in a refrigerator • Use display techniques for merchandise and display the liquor on the shelf to stimulate customers' consumption desire, including: <ul style="list-style-type: none"> • Properly placing the liquor products in a specified display or storage area • Ensuring that the condition of respective liquor products is fit for display • Ensuring that the liquor is safe to consume • Ensuring the display of liquor meets safety requirement • Ensuring that the overall display of liquor strikes a balance between diversity and attractiveness • Replenishing and replacing the displayed liquor regularly • Properly display the name, price and other required information of liquor, including: <ul style="list-style-type: none"> • Ensuring that the name and price tags are properly placed in a conspicuous position • Displaying the warning message, e.g. "Persons under 18 years of age will not be allowed to consume liquor on the premises" • Ensuring that all the information shown is accurate and correct • Ensure compliance with the legislations and regulatory requirements related to the sale of liquor • Maintain and upkeep the displayed liquor products, including : <ul style="list-style-type: none"> • Handling liquor products in correct ways and with correct tools • Handling liquor products that deteriorate or perish easily with special care • Replenishing the liquor products on the display shelf as needed • Replacing/removing expired liquor products or those 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 liquor products on display and answering their enquires correctly <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the government legislations and corporate guidelines are followed when displaying the liquor products for promotion
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Display, under supervision, the organization's liquor products in the store in a pleasing, attractive and prominent way; and • Display the liquor products properly so as to stimulate customers' buying desire and boost sales.
Remark	