

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Display cigarettes
Code	105708L2
Range	This unit of competency (UoC) is applicable to staff responsible for the display and sale of cigarettes. It covers the abilities to display the organization's cigarette products under supervision in the store in a pleasing, attractive and prominent way so as to draw the attention of customers and boost sales.
Level	2
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of the display of cigarettes and their accessories <ul style="list-style-type: none"> • Understand the details of the cigarette products sold by the organization, including: <ul style="list-style-type: none"> • Classification of cigarette products, e.g. origin, types (thickness and length), accessories (e.g. cutter, humidor, tobacco pipe, ashtray and lighter) • Detailed categories of different cigarette products, e.g. brands and places of production • Understand the essentials for proper display of cigarette products on the shelf, including: <ul style="list-style-type: none"> • Cigarette product list of the organization and criteria for choosing products to be displayed on the shelf • Location and usable area of the cigarette display room/shelf of the organization, and the supporting equipment • Turnover and replenishment of the stock of cigarettes • Display location and tagging of cigarette products • Master the techniques for the display and sale of cigarette products, including: <ul style="list-style-type: none"> • Customers' preference and taste • Attractiveness of different cigarette products to different consumers, e.g. heavy smokers, male and female • Understand the legal requirements and guidelines of the Government and other regulators related to the display of cigarettes, e.g. : <ul style="list-style-type: none"> • Smoking (Public Health) Ordinance (e.g. cigarette smoking is prohibited in certain areas) • Showing the health warning and the tar and nicotine yields in the form and manner prescribed by the law • Regulation on the sale of tobacco products, e.g. they must not be sold to any person under 18 years of age or used as prizes in any event/competition

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Competency	<p>2. Display cigarettes under supervision</p> <ul style="list-style-type: none"> • Prepare the cigarette products to be displayed on the shelf, and the required equipment, including: <ul style="list-style-type: none"> • Gathering the cigarette products and choosing the most attractive ones as samples as instructed by the higher level. • Gathering related tools and accessories (e.g. tobacco pipe, ashtray and lighter) • Identifying the requirements for the display of certain cigarette products, e.g. temperature and humidity control, and lighter fuel supply • Use display techniques for merchandise, follow the legal requirements and display the cigarettes on the shelf for promotion, including: <ul style="list-style-type: none"> • Properly placing the cigarette products on a specified display shelf or in a storage area • Ensuring that the condition of the cigarette products is fit for display or sale • Replenishing, replacing, cleaning and tidying the displayed cigarette products regularly • Properly display the name, price and other required information of cigarette products according to legal requirements, 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 in both Chinese and English, e.g. “By order of HKSAR Government: No tobacco product shall be sold to the person under 18 years of age or given for promotion to any person” • Maintain and upkeep the displayed cigarette products, including : <ul style="list-style-type: none"> • Handling cigarette products correctly and preventing them from cracking, chipping, going mouldy and damaging by moth • Replacing/removing expired cigarette products or those unfit for consumption, and keeping records for the write-off • Always keeping the display room/shelf clean and tidy <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the legislations and corporate guidelines, e.g. Trade Descriptions Ordinance, are strictly followed when displaying the cigarette 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 cigarette products and accessories in the store in an attractive and prominent way; and • Display the cigarette products properly so as to attract customers to buy and boost sales.
Remark	