

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Display cigars
Code	105709L2
Range	This unit of competency (UoC) is applicable to staff responsible for the display and sale of cigars. It covers the abilities to display the organization's cigar 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 cigars and their accessories <ul style="list-style-type: none"> • Understand the details of the cigar products sold by the organization, including: <ul style="list-style-type: none"> • Classification of cigar products, e.g. origin, types (thickness and length), accessories (e.g. packing case, ashtray and lighter) • Detailed categories of different cigar products, e.g. major brands and places of production, and cigar strengths • Guidelines for consumption of different cigar products • Guidelines for pricing and price change (adjustment according to supply or output) • Understanding the structure, colour, characteristics and ring gauge of a cigar • Understand the essentials for proper display of cigar products on the shelf, including: <ul style="list-style-type: none"> • Location and usable area of the cigar display room/shelf of the organization, and the supporting equipment • Special requirements for displaying different cigar products, e.g. maintaining appropriate temperature and humidity • Selling points of related cigar products • Turnover and replenishment of the stock of cigars • Display location and tagging of cigar products • Master the techniques for the display and sale of cigar products, including: <ul style="list-style-type: none"> • Customers' preference and taste, consumption duration, and the food and drinks to go with cigars • Attractiveness of different cigar products to different consumers, e.g. : <ul style="list-style-type: none"> • - Male and female • - Habitual cigarette smokers' interest in cigars and difficulty for women to consume thicker cigars • Practice for selling cigars, e.g. introduction of product grades (limited edition, selections of the year or new series), and different processing methods and handicrafts <ul style="list-style-type: none"> • Understand the legal requirements and guidelines of the Government and other regulators related to the display of cigars, e.g. : • Smoking (Public Health) Ordinance (e.g. cigarette or cigar 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 cigar 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 cigars under supervision</p> <ul style="list-style-type: none"> • Prepare the cigar products to be displayed on the shelf, and the required equipment, including: <ul style="list-style-type: none"> • Gathering the products and choosing the most attractive ones as samples as instructed by the higher level • Gathering related tools and accessories (e.g. ashtray and lighter) • Identifying the requirements for the display of respective cigar products, e.g. temperature and humidity control, and lighter fuel supply • Handling displayed cigar products respectively, e.g. proper packing • Use display techniques for merchandise, follow the legal requirements and display the cigars on the shelf for promotion, including: <ul style="list-style-type: none"> • Properly placing the cigar products on a specified display shelf or in a storage area • Ensuring that the condition of the cigar products is fit for display or sale • Ensuring that the cigar products are safe to consume • Ensuring that the overall display of cigars strikes a balance between diversity and attractiveness, and legal compliance • Replenishing, replacing, cleaning and tidying the displayed cigar products regularly • Properly display the name, price and other required information of cigar 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 • Ensuring the replacement of corresponding information when changing displayed cigar products or their prices • 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” • Ensuring that all the information shown is accurate and correct • Maintain and upkeep the displayed cigar products, including : <ul style="list-style-type: none"> • Handling cigar products correctly and preventing them from cracking, chipping, going mouldy and damaging by moth • Replenishing the cigar products on the display shelf as needed • Replacing/removing expired cigar products or those unfit for consumption, and keeping records for the write-off • 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, and always checking whether the humidifier works properly • Answering the enquires of customers politely but the replies must not contain any express or implied inducement, suggestion or request to purchase or smoke cigar products <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 cigar 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 cigar products and accessories in the store in an attractive and prominent way; and • Display the cigar products properly so as to attract customers to buy and boost sales.
Remark	