

# Specification of Competency Standards of the Retail Industry

## Unit of Competency

### Functional Area: Specific Product Knowledge

Title	Master the characteristics and selling points of products (food/liquor/tobacco)
Code	105715L4
Range	This unit of competency (UoC) is applicable to management staff in the retail industry. It requires analysis and judgement. It covers the abilities to focus on the major characteristics and selling points of the food, liquor and tobacco products sold by the organization, to provide the sales plans with ideas which are creative and focus on the consumer mindset and goals so as to support the retail business development of the organization.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the sale of food/liquor/tobacco products</p> <ul style="list-style-type: none"> <li>• Understand the organization's sales targets and business strategies set for food/liquor/tobacco products</li> <li>• Understand the latest movements and development potential of the products in the market</li> <li>• Master the expertise of marketing and sales promotion</li> <li>• Master the respective characteristics of the food/liquor/tobacco products sold by the organization, e.g. : <ul style="list-style-type: none"> <li>• Quality of products</li> <li>• Attractiveness of products to customers, e.g. appearance, taste or other factors</li> <li>• Storage methods and shelf life of products</li> <li>• Traits of the products' target customers, e.g. age, sex and loyalty</li> </ul> </li> <li>• Master the respective selling points of the food/liquor/tobacco products sold by the organization, e.g. : <ul style="list-style-type: none"> <li>• Grade of the products compared to those in the same category</li> <li>• Whether the products are solely supplied</li> <li>• Actual effects of the products</li> <li>• Appreciation potential of the products</li> <li>• Enhancement of a customer's image or identity by consumption of the products</li> </ul> </li> <li>• Understand the legal requirements and regulatory codes of the Government and regulators related to the sale of food/liquor/tobacco products, e.g. : <ul style="list-style-type: none"> <li>• Safety requirements (food hygiene and safety)</li> <li>• Restrictions on raw materials (e.g. the tar and nicotine yields in tobacco and the alcohol content in liquor)</li> <li>• Other requirements (age restriction on the customers of liquor and tobacco)</li> </ul> </li> </ul>

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Competency	<p>2. Master the characteristics and selling points of products (food/liquor/tobacco)</p> <ul style="list-style-type: none"><li>• Analyze the factors which affect the sale of food/liquor/tobacco products, including:<ul style="list-style-type: none"><li>• Selling points and prices of products</li><li>• The organization's sales strategies set for the products</li><li>• The latest development and demand of the market</li><li>• The latest legal requirements on related products imposed by the Government or regulators</li></ul></li><li>• Identify the selling points of food/liquor/tobacco products, including:<ul style="list-style-type: none"><li>• Applying the expertise of marketing to mastering the characteristics of the food/liquor/tobacco products sold by the organization</li><li>• Creating unique image and major selling points for individual products</li><li>• Suggesting appropriate marketing methods after considering the competitiveness and market position of the products</li></ul></li><li>• Provide guidelines for the design of sales materials and promotional information, including:<ul style="list-style-type: none"><li>• Setting the marketing direction so as to present the selling points and values of the products</li><li>• Drawing up the design of promotional materials so as to present and highlight the established selling points</li><li>• Ensuring that the sales plans focus on the consumer mindset and the needs of target groups of customers and are creative</li><li>• Making suggestions on the sale of food/liquor/tobacco products so as to support the launch and marketing of new items</li></ul></li><li>• Present to target groups of customers the benefits of buying the food/liquor/tobacco products of the organization, e.g. :<ul style="list-style-type: none"><li>• Quality, reliability and stability of goods</li><li>• Well-maintained supporting services for products</li><li>• Well-maintained after-sales service</li></ul></li></ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"><li>• Comply with related legislations and regulations in a professional manner when promoting the characteristics and selling points of the food/liquor/tobacco products</li></ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to :</p> <ul style="list-style-type: none"><li>• Analyze and master the characteristics and selling points of the food/liquor/tobacco products sold by the organization; and</li><li>• Focus on the major characteristics and selling points of the food/liquor/tobacco products sold by the organization and provide the sales plans with ideas which are creative and cater to the mindset and needs of consumers so as to support the retail business development of the organization.</li></ul>
Remark	