

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Display household electrical products
Code	105721L2
Range	This unit of competency (UoC) is applicable to staff responsible for the display and sale of household electrical products in the retail industry. It covers the abilities to work under supervision and to display the organization's household electrical products in the store in a pleasing and attractive way so as to draw the attention of customers and stimulate their buying desire.
Level	2
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of household electrical products</p> <ul style="list-style-type: none"> • Understand the types of household electrical products sold by the organization, including: <ul style="list-style-type: none"> • Types of household electrical products, e.g. refrigerator, washing machine, television set, heater and microwave oven • Guidelines for safe use of different household electrical products, e.g. no prolonged use • Operation and energy efficiency of different household electrical products • Guidelines for pricing and price change of different household electrical products, e.g. price reduction due to the passing of time and the change of models • Understand the essentials for the display of household electrical products, including: <ul style="list-style-type: none"> • List of household electrical products sold by the organization and criteria for selection of products for display • Location and usable area of the display room/shelf for the household electrical products, and related facilities and equipment • Special requirements for displaying different household electrical products, e.g. prolonged supply of power • Selling points (e.g. the latest model) of related household electrical products and relationship to the promotion theme at the time • Stock turnover and replenishment • Display location and tagging of household electrical products • Mastering the techniques for the display and promotion of household electrical products, e.g. : <ul style="list-style-type: none"> • Mindset, purpose and behaviour of customers • Attractiveness of different household electrical products to different customers (e.g. housewives) • Practices for promoting household electrical products, e.g. discount offers, gifts, and removal of old products for free • Understand the legislations and guidelines of the Government and other regulators related to the regulation of household electrical products, e.g. : <ul style="list-style-type: none"> • Trade Descriptions Ordinance, e.g. materials for manufacture and composition • Electrical Products (Safety) Regulation, e.g. compliance with basic safety specifications

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Competency	<p>2. Display household electrical products</p> <ul style="list-style-type: none"> • Prepare, under supervision, the household electrical products to be displayed, including: <ul style="list-style-type: none"> • Gathering related products and choosing the most attractive ones as samples as instructed by the higher level • Preparing related facilities and equipment required for the display of products, e.g. voltage and plug standards • Identifying the requirements for the display of respective products, e.g. lighting • Performing the preparatory procedures for the display of respective products, e.g. tuning of TV channels in advance • Place the household electrical products in the display room/on the shelf for promotion, including: <ul style="list-style-type: none"> • Assembling the products in advance • Putting the products in a specified display location or on a display shelf • Ensuring that the condition of respective products is fit for display (e.g. undamaged) • Ensuring safe use of electricity, e.g. use of approved multiple socket outlet adaptors and extension units, and no overloading • Ensuring that the overall display is pleasing, diversified and attractive • Replenishing and replacing the displayed products if necessary • Display the names, prices and energy efficiency labels of household electrical products correctly, including: <ul style="list-style-type: none"> • Ensuring that the names, price tags and energy efficiency labels are placed in a correct and conspicuous position • Ensuring the replacement of corresponding tags when changing displayed products or their prices • Ensuring that all the information shown is accurate and correct • Maintain and upkeep the household electrical products on display, including: <ul style="list-style-type: none"> • Moving, assembling and removing the products in a correct way or with appropriate tools • Handling breakable/vulnerable products with special care • Replenishing the products on the display shelf if necessary • Replacing/removing outdated models or products unfit for display • Preventing the theft of products according to corporate guidelines on anti-theft devices • Always keeping the display room/shelf clean and tidy • Always maintaining the display room/shelf at preset conditions e.g. temperature and humidity • Introduce to customers the household electrical products on display and answer their questions correctly <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the guidelines of the Government related to the safe use of electrical appliances and the Trade Descriptions Ordinance are followed when displaying the household electrical products 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 household electrical products of the organization in a pleasing and attractive way so as to attract customers to buy and boost sales.
Remark	