

**Unit of Competency****Functional Area: Specific Product Knowledge**

Title	Master the characteristics and selling points of furniture
Code	105739L4
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 furniture 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 furniture retail business development of the organization.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of the sale of furniture products <ul style="list-style-type: none"> <li>• Understand the latest trend 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 furniture products sold by the organization, e.g. : <ul style="list-style-type: none"> <li>• Quality of products and materials</li> <li>• Attractiveness to customers, e.g. quality, appearance, design, functions and price</li> <li>• Maintenance of the products</li> <li>• Traits of the target customers, e.g. age, sex and occupation</li> </ul> </li> <li>• Master the selling points of the organization's furniture products, e.g. : <ul style="list-style-type: none"> <li>• Grade of the products, e.g. made locally/in Mainland China or imported from Europe</li> <li>• Whether the organization is the exclusive supplier of the furniture brand</li> <li>• Actual functions and uses</li> <li>• Resale or appreciation potential of the products, e.g. designer label</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 furniture products, e.g. : <ul style="list-style-type: none"> <li>• Safety requirements, e.g. designs of folding tables</li> <li>• Raw material requirements, e.g. must not contain harmful substances</li> <li>• Other requirements, e.g. flammable or not</li> </ul> </li> </ul> </li> <li>2. Master the characteristics and selling points of furniture products <ul style="list-style-type: none"> <li>• Analyze the factors which affect the sale of furniture products, including: <ul style="list-style-type: none"> <li>• 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> </ul> </li> <li>• Identify the selling points of furniture products, including: <ul style="list-style-type: none"> <li>• Applying the expertise of marketing in creating unique image and major selling points for individual products, e.g. brand or trendy products</li> <li>• Suggesting appropriate marketing methods after considering the competitiveness and market position of the furniture</li> </ul> </li> <li>• Make suggestions on 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 selling points of products</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>• Make suggestions on the sale of furniture products so as to support the sale, sourcing and launch of new items</li> </ul> </li> <li>• Present to target groups of customers the benefits of buying the furniture products of the organization, e.g. : <ul style="list-style-type: none"> <li>• Favourable prices</li> <li>• Quality assurance and novelty of design</li> <li>• Well-maintained supporting services for products</li> <li>• Well-maintained after-sales service</li> </ul> </li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Ensure that the materials of the furniture products sold by the organization and their safety comply with related legislations and regulations</li> </ul> </li> </ol>

Specification of Competency Standards of the Retail Industry

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to : <ul style="list-style-type: none"><li>• Analyze and master the major characteristics and selling points of the furniture products sold by the organization; and</li><li>• Focus on the major characteristics and selling points of the furniture products and provide the sales plans with ideas which are creative and cater to the mindset and needs of consumers.</li></ul>
Remark	