

# Specification of Competency Standards of the Retail Industry

## Unit of Competency

### Functional Area: Specific Product Knowledge

Title	Design the furniture showroom
Code	105740L5
Range	This unit of competency (UoC) is applicable to staff responsible for the formulation of policies in the retail industry. It requires planning, design and technical competence. It covers the abilities to use analytical and creative skills to design an appropriate showroom based on the characteristics of the furniture products sold by the organization so as to provide the venue for display and promotion.
Level	5
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the furniture showroom</p> <ul style="list-style-type: none"> <li>• Understand the organization's sales targets and strategies set for furniture products</li> <li>• Understand the details of the furniture products sold by the organization, including: <ul style="list-style-type: none"> <li>• Types and coverage of products</li> <li>• Materials for manufacture (e.g. wood, rattan, bamboo, fabric, plastics, glass, iron, steel, other metals or synthetic materials)</li> <li>• Origin of products (e.g. Europe, Mainland China or local)</li> <li>• Quality and grade of products</li> <li>• Characteristics and style of product design</li> </ul> </li> <li>• Understand the organization's resources available for the furniture showroom, e.g. : <ul style="list-style-type: none"> <li>• Venue (area and location)</li> <li>• Manpower and material resources</li> <li>• Period (e.g. whether there is a tenancy for the venue; length of tenancy)</li> <li>• Related facilities (e.g. water and power supply and transportation)</li> </ul> </li> <li>• Master the trend and the latest development of the furniture market</li> <li>• Master the preferences and concerns of different customer groups</li> <li>• Master the basics of designing the furniture showroom, e.g. : <ul style="list-style-type: none"> <li>• Methods for optimized utilization of space</li> <li>• Techniques for displaying and placing furniture (e.g. in a pleasing and attractive way or bringing out the design theme)</li> <li>• Techniques for presenting the design characteristics and quality of furniture</li> <li>• Skills for matching different furniture products (e.g. bed with bedside table and bedside lamp)</li> <li>• Skills for matching furniture with other equipment (e.g. colour, lighting, atmosphere and music)</li> </ul> </li> <li>• Understand the legal and regulatory requirements for general exhibition venues (including furniture showroom), including: <ul style="list-style-type: none"> <li>• Provision of fire escapes</li> <li>• Clear signs for entrance and exit</li> <li>• Installation of firefighting equipment</li> </ul> </li> </ul>

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Competency	<p>2. Design the furniture showrooms</p> <ul style="list-style-type: none"> <li>• Make preparations for the design of the furniture showroom, including: <ul style="list-style-type: none"> <li>• Confirming with the higher level and the colleagues concerned the theme for the display of furniture, expected effects and the resources invested</li> <li>• Requesting accurate information of the showroom</li> <li>• Requesting the information of the furniture products to be displayed, e.g. types, quantity and sizes of products</li> <li>• Confirming the period for furniture display and whether any major festival is involved</li> <li>• Confirming the basic equipment of the furniture showroom and other support</li> </ul> </li> <li>• Design the furniture showroom, including: <ul style="list-style-type: none"> <li>• Formulating the layout of the showroom according to the information collected and the resources available, e.g. backdrop, position for the display of furniture and different combinations of furniture</li> <li>• Submitting the finalized design outline and sketch to the higher level and the colleagues concerned for discussion and confirmation</li> <li>• Introducing the design concept and implementation details to the person-in-charge of the showroom /the staff concerned</li> <li>• Arranging the delivery of the displayed furniture to the showroom if necessary</li> <li>• Arranging for the manpower to place the furniture and to furnish the showroom if necessary</li> <li>• Checking with the original design layout and sketch after the completion of the furnishing work</li> </ul> </li> <li>• Perform the maintenance and upkeep of the furniture showroom, including: <ul style="list-style-type: none"> <li>• Collecting the opinions and comments of customers and staff members on the current design during the operation period, e.g. listening to views, access to reports and site observation</li> <li>• Monitoring the operation and the utilization rate of the furniture showroom continuously</li> <li>• Reviewing the current design of the furniture showroom regularly and proposing improvements</li> </ul> </li> <li>• Properly keeping the design outline and sketch of the furniture showroom for reference by the staff who will organize similar activities in the future</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Consider the vogue and market trend in designing the furniture showroom so that its design and product layout can stimulate the buying desire of customers</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Design an appropriate showroom based on the characteristics and selling points of the furniture products sold by the organization and provide the venue for display and promotion so as to draw the attention of customers, boost sales and support its retail business development.</li> </ul>
Remark	