

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Perform the display of clothing and footwear at the store
Code	105743L2
Range	This unit of competency (UoC) is applicable to staff responsible for the display and sale of clothing and footwear in the retail industry. It covers the abilities to display the clothing and footwear products of the organization in a pleasing, attractive and prominent way according to the instructions of the higher level so as to boost sales.
Level	2
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the display of clothing and footwear</p> <ul style="list-style-type: none"> • Understand the details of the clothing and footwear sold by the organization, including: <ul style="list-style-type: none"> • Classification of clothing and footwear products, e.g. men's wear, women's wear or kid's wear • Different categories of clothing and footwear products, e.g. casual wear, sportswear and evening dress • Guidelines for pricing and price change (e.g. seasonal or trendy products) • Understand the essentials for proper display of clothing and footwear products on the shelf, including: <ul style="list-style-type: none"> • List of clothing and footwear sold by the organization and criteria for selection of products for display • Display location at the store, usable area and related equipment • Selling points of clothing and footwear and their relation to the promotion theme at the time • Turnover and replenishment of the stock • Know about the basics of fashion combinations, e.g. trend and colour coordination • Master the techniques for the display and promotion of clothing and footwear, including: <ul style="list-style-type: none"> • Skills for combination, e.g. matching footwear and fashion accessories with clothing; matching shape and colour • Techniques for the use of display props, e.g. mannequin and shelf • Attractiveness to different customer groups, e.g. fashion chasers or price-sensitive customers • Practices for product promotion • Understand the legislations and guidelines related to occupational safety and health, e.g. personal and workplace safety codes, use of ladders and tools, and manual handling operation

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Competency	<p>2. Perform the display of clothing and footwear at the store</p> <ul style="list-style-type: none">• Prepare the clothing and footwear products to be displayed and the required equipment, including:<ul style="list-style-type: none">• Gathering the products as instructed by the higher level and choosing the most attractive ones as samples for matching the theme or the promotion theme at the time• Gathering the tools and equipment required for the display of clothing and footwear• Identifying the requirements for the display of individual clothing and footwear products• Use product display techniques to show the clothing and footwear on the shelf for promotion and to stimulate buying desire, including:<ul style="list-style-type: none">• Properly placing the products on a specified exhibition shelf or in a specified location• Ensuring that the condition of the products is fit for display• Ensuring that the products on display are safe to use, e.g. material and design• Ensuring that the overall display strikes a balance between diversity and attractiveness• Regularly replenishing and replacing the clothing and footwear on display• Handling the clothing and footwear on display (regularly or if necessary) to ensure tidiness and cleanliness• Regularly checking the props and equipment on display to ensure compliance with safety requirements• Display the prices, sizes and other required information of the clothing and footwear products properly, including:<ul style="list-style-type: none">• Ensuring that the price tags and size labels of the clothing and footwear products are placed in a correct and conspicuous position• Ensuring the replacement of corresponding name tags/display labels when changing displayed clothing and footwear products or their prices• Ensuring that all the information shown is correct• Introduce to customers the displayed clothing and footwear products at the right time and answer their questions politely <p>3. Exhibit professionalism</p> <ul style="list-style-type: none">• Perform store display in a professional manner and highlight the characteristics of products for stimulating the buying desire of customers
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none">• Follow the instructions of the higher level and use product display techniques to show the clothing and footwear products of the organization in a pleasing, attractive and prominent way while matching the theme and the promotion theme at the time; and• Stimulate the buying desire of customers through proper display of clothing and footwear so as to boost sales.
Remark	