

# Specification of Competency Standards of the Retail Industry

## Unit of Competency

### Functional Area: Specific Product Knowledge

Title	Perform the window display of clothing and footwear at the store
Code	105744L2
Range	This unit of competency (UoC) is applicable to staff responsible for the window display and sale of clothing and footwear in the retail industry. It covers the abilities to display in the store's window 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> <ol style="list-style-type: none"> <li>1. Knowledge of the display of clothing and footwear <ul style="list-style-type: none"> <li>• Understand the details of the clothing and footwear sold by the organization, including: <ul style="list-style-type: none"> <li>• Classification of clothing and footwear products, e.g. men's wear, women's wear or kid's wear</li> <li>• Detailed categories of different clothing and footwear products, e.g. casual wear, sportswear and evening dress</li> <li>• Guidelines for pricing and price change (e.g. seasonal or trendy factors)</li> </ul> </li> <li>• Understand the skills and essentials for window display, including: <ul style="list-style-type: none"> <li>• List of clothing and footwear sold by the organization and criteria for selection of products for window display, e.g. trendy items, theme, promotional item, etc.</li> <li>• Location of the window, usable area and related equipment</li> <li>• Selling points of clothing and footwear and their relation to the promotion theme at the time</li> <li>• Lighting effect and colour coordination, e.g. day and night, sunlight and artificial lighting</li> <li>• Layout and method of window display</li> </ul> </li> <li>• Master the techniques for the display and promotion of clothing and footwear, including: <ul style="list-style-type: none"> <li>• Skills for combination, e.g. matching footwear and fashion accessories with clothing; matching shape and colour</li> <li>• Techniques for the use of display props, e.g. mannequin and shelf</li> <li>• Customers' buying mindset and behavior</li> <li>• Attractiveness to different customer groups, e.g. fashion chasers or price-sensitive customers</li> <li>• Practices for product promotion</li> </ul> </li> <li>• 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</li> </ul> </li> </ol>

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Competency	<p>2. Perform the window display of clothing and footwear at the store</p> <ul style="list-style-type: none"><li>• Prepare the clothing and footwear products for window display and the required equipment, including:<ul style="list-style-type: none"><li>• Gathering the products as instructed by the higher level and choosing the most attractive ones as samples</li><li>• Gathering the tools and equipment required for the display of clothing and footwear</li><li>• Identifying the requirements for the display of individual clothing and footwear products</li></ul></li><li>• Use product display techniques to show the clothing and footwear in the store's window for promotion and to stimulate buying desire, including:<ul style="list-style-type: none"><li>• Properly placing the products in a specified location of the store's window or on mannequins</li><li>• Ensuring that the condition of the products is fit for display</li><li>• Assisting the higher level in arranging licensed electricians to install required lighting equipment</li><li>• Ensuring that the display strikes a balance between diversity and attractiveness</li><li>• Regularly replacing the clothing and footwear on display</li><li>• Handling the clothing and footwear on display (regularly or if necessary) to ensure tidiness and cleanliness</li><li>• Regularly checking the props and equipment on display to ensure compliance with safety standards and requirements</li></ul></li><li>• Introduce to customers the displayed clothing and footwear products and answer their questions as far as possible</li></ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"><li>• Strictly follow the corporate procedures and related legal requirements when performing window to ensure safety</li></ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"><li>• Follow the instructions of the higher level and use product display techniques to show in the store's window the clothing and footwear products of the organization in a pleasing, attractive and prominent way; and</li><li>• Stimulate the buying desire of customers through window display so as to boost sales.</li></ul>
Remark	