

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Arrange clothing and footwear display props
Code	105745L2
Range	This unit of competency (UoC) is applicable to staff responsible for clothing and footwear display in the retail industry. It covers the abilities to properly arrange the clothing and footwear product display props required under instruction to help achieve the set targets of product display so as to attract customers.
Level	2
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of display props <ul style="list-style-type: none"> • Know about the corporate targets and strategies for clothing and footwear display • Understand basic skills of display and methods of creating atmosphere, e.g. lighting, colour, aroma, music, temperature, etc. • Know about the detail of clothing and footwear of the organization, e.g.: <ul style="list-style-type: none"> • Types and scope of products • Characteristics and selling points of products • Product brands and image • Possess the knowledge of display props, including: <ul style="list-style-type: none"> • Types of display props, e.g. display shelf/platform, model • Uses and effects of different types of props • Materials of different types of props and their properties, e.g. iron, aluminum, copper, plastic, etc. • Skills of matching different types of props • Skills of creating visual effect • Considerations and rules for selecting props, e.g. corporate/brand image, consumer's preference, limitation of the actual environment • Know about legal requirements and codes for occupational safety and health 2. Arrange clothing and footwear display props <ul style="list-style-type: none"> • Make preparations under instruction according to the targets and effects required for the product display, including: <ul style="list-style-type: none"> • Assisting the selection of suitable display props and accessories • Confirming whether the props required are currently available or need to be made by order • Assisting the making of new props if necessary, including: designing and selecting materials, setting schedule, etc. • Making design model and contact relevant departments if the display design is complex • Arrange and assemble the display props according to corporate procedures and relevant codes of safety, e.g.: <ul style="list-style-type: none"> • Confirm with related parties/units (e.g. display designer, store manager, transportation, etc.) the timetable for the setup of props • Set up display props and equipment, e.g. shelf, hanger, mannequin, etc. • Check to ensure that the visual effect meets the preset design requirements • Check whether the display props are correctly and firmly installed • Arrange for cleaning of relevant location before placing the clothing and footwear displays 3. Exhibit professionalism <ul style="list-style-type: none"> • Strictly follow the corporate guidelines and related codes of safety to ensure that the display props comply with the safety requirements and regulations
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Properly arrange the clothing and footwear product display props required under instruction according to corporate procedures and display design targets so as to attract consumers.
Remark	