

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Plan the display of clothing and footwear
Code	105748L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale and display of clothing and footwear in the retail industry. It requires analysis, judgement and organizational skills. It covers the abilities to use product display knowledge and techniques to formulate the display plans for attracting customers according to the characteristics of the clothing and footwear of the organization and its product display strategies so as to boost sales.
Level	3
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of product display</p> <ul style="list-style-type: none"> • Understand the organization's sales targets set for clothing and footwear • Understand the details of the clothing and footwear products sold by the organization, e.g. : <ul style="list-style-type: none"> • Types and coverage of products • Design characteristics, structure and features of products • Product materials and their characteristics • Place of production and manufacturer • Popularity of the product brand and its designer • Quality and grade of products • Other types of products which can be used together • Understand the organization's resources available for the display of clothing and footwear products, e.g. : <ul style="list-style-type: none"> • Venue (area and location) • Manpower and material resources • Period (e.g. length of tenancy and seasonal event) • Related facilities and props (e.g. electronic screen, shelf and mannequin) • Understand the basics of product display plans, e.g. : <ul style="list-style-type: none"> • Optimized utilization of space • Techniques for displaying and placing clothing and footwear (e.g. in a pleasing and attractive way or bringing out the design theme) • Techniques for presenting the design characteristics and quality of clothing and footwear • Skills for matching different types of clothing, footwear and other products • Skills for coordinating clothing and footwear with other facilities (e.g. temperature, colour, lighting, atmosphere and music) • Understand the legal and regulatory requirements related to product display and 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. Plan the display of clothing and footwear</p> <ul style="list-style-type: none">• Make preparations for the display design of clothing and footwear, including:<ul style="list-style-type: none">• Confirming with the higher level and the colleagues concerned the details and promotion targets of the display of clothing and footwear<ul style="list-style-type: none">• Display theme (e.g. seasonal event)• Expected effects (e.g. sales targets)• Resources available• Requesting store floor plan and identifying usable space for display• Analyzing and assessing the pattern of customer flow• Identifying the information of the clothing and footwear products to be displayed, e.g. types, brands and quantity• Confirming the display period and whether any festival activity is involved• Plan the display of clothing and footwear, including:<ul style="list-style-type: none">• Formulating the display layout according to the information collected and the resources available, e.g. theme, backdrop, position for the display of clothing and footwear and different combinations• Identifying the equipment and support required for the display, e.g. shelf, hanger, mannequin, props and lighting• Identifying the manpower deployment and the roster• Submitting the finalized design outline and sketch to the higher level and the colleagues concerned for discussion and confirmation• Introducing the design concept and implementation details to the store person-in-charge/the staff concerned• Checking with the original design outline and sketch after the completion of the furnishing work.• Properly keeping the display plans and sketch for future reference <p>3. Exhibit professionalism</p> <ul style="list-style-type: none">• Comply with related legal requirements and provisions when formulating display plans and ensure safe execution of the plans
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none">• Formulate attractive display plans according to the characteristics and selling points of the clothing and footwear products of the organization and sales promotion targets so as to boost sales and support its retail business development.
Remark	