

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Identify and use display materials
Code	105749L3
Range	This unit of competency (UoC) is applicable to staff responsible for product display in the retail industry. It requires analysis and judgement. It covers the abilities to use product display skills to identify and use materials suitable for window or indoor display, so as to highlight the characteristics of products to meet the sales and promotion target.
Level	3
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of product display and related materials <ul style="list-style-type: none"> • Understand the organization's product display strategies and guidelines for the use of materials • Master the concept and skills for product display • Master the characteristics of the organization's products and its target of publicity and promotion • Possess knowledge of display materials, including: <ul style="list-style-type: none"> • Nature and composition of different materials, e.g. dust proof, heavy duty, durable, etc. • Purposes and safe using methods of different materials, e.g. wooden rack, glass, plastic, fabric and paper products • Noting points for the selection of materials, e.g. environment of display (indoor/window), lighting and colour, environmental principles • Relationship between products and display materials, e.g.: <ul style="list-style-type: none"> • Display clothing and footwear products for display • Hanger and shelf unit • Display frame and platform • Model and mannequin • Understand legal requirements and regulations related to display materials, e.g.: <ul style="list-style-type: none"> • Fire Safety Ordinance • Occupational Safety and Health Ordinance • Understand the corporate procedures and rules for ordering materials, e.g.: quotation requirements and procedures for approving different amount of money 2. Identify and use display materials <ul style="list-style-type: none"> • Use product display knowledge and skills to identify and use suitable product display materials according to the display target, and the characteristics and selling points of products <ul style="list-style-type: none"> • Understand the design and requirements for display of specified products, e.g. clothing and footwear • Confirm the types of display materials required for creating specified visual effect and prepare a material list, e.g.: hanging rack, shelving rack, box, plastic thread, needle, paper products, etc. • Check whether the condition of the materials is fit and safe for use and the quantity is enough • Order the required materials according to corporate procedures for ordering materials, e.g.: current or new supplier • Check regularly to see whether the display materials are firmly in place or have been damaged; strengthen or replace the materials accordingly to prevent accidents • Accurately record and properly file the information of display materials used according to corporate guidelines and procedures for future reference 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure that the display materials comply with the safety standards when using them

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Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Use product display knowledge and skills to identify and use suitable display materials that meet the safety standards according to the design of display and the characteristics and selling points of the products so as to highlight the characteristics of the products and achieve the target of product display.
Remark	