

# Specification of Competency Standards of the Retail Industry

## Unit of Competency

### Functional Area: Specific Product Knowledge

Title	Master the characteristics and selling points of footwear products
Code	105751L4
Range	This unit of competency (UoC) is applicable to management staff in the retail industry. It requires analysis and judgement. It covers the abilities to focus on the major selling points of the footwear products sold by the organization and to provide the sales plans with ideas which are creative and focus on the mindset and needs of consumers so as to support the retail business development of the organization.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of the sale of footwear products <ul style="list-style-type: none"> <li>• Understand the organization's sales targets and business strategies set for the footwear products</li> <li>• Understand the market trend and development potential of footwear</li> <li>• Master the expertise of marketing and sales promotion</li> <li>• Master the respective characteristics of the footwear products sold by the organization: <ul style="list-style-type: none"> <li>• Quality of products</li> <li>• Attractiveness of products to customers, e.g. popularity of the brand/designer, appearance, material, texture or price</li> <li>• Traits of the products' target customers, e.g. age, sex, occupation and spending power</li> </ul> </li> <li>• Master the selling points of the footwear products sold by the organization, e.g. : <ul style="list-style-type: none"> <li>• Grade of the products compared to those in the same category</li> <li>• Materials used (leather, water-proof material and etc.)</li> <li>• Functions and features of footwear, e.g. comfort, anti-skid design, correction of foot posture and improved foot care</li> <li>• Footwear design, e.g. style, form, shape, colour and trend</li> </ul> </li> <li>• Understand the legal requirements and regulatory codes related to the sale of footwear products</li> </ul> </li> <li>2. Master the characteristics and selling points of footwear products <ul style="list-style-type: none"> <li>• Analyze the factors which affect the sale methods for footwear products, including: <ul style="list-style-type: none"> <li>• Selling points and prices of products</li> <li>• The organization's sales strategies set for the products</li> <li>• Trend movement</li> <li>• Seasonal factor</li> </ul> </li> <li>• Identify the selling points of footwear products, including: <ul style="list-style-type: none"> <li>• Applying the expertise of marketing to mastering the characteristics of the footwear products sold by the organization</li> <li>• Creating unique image and major selling points for individual products</li> <li>• Suggesting appropriate marketing methods after considering the competitiveness and market position of the products</li> </ul> </li> <li>• Provide guidelines for the design of sales materials and promotional information, including: <ul style="list-style-type: none"> <li>• Identifying the marketing direction so as to present the selling points and values of the products</li> <li>• Formulating the design of promotional materials so as to present and highlight the established selling points</li> <li>• Ensuring that the sales plans focus on the mindset of consumers and the needs of target groups of customers</li> <li>• Making suggestions on the sale of footwear products so as to support the launch and sale of new items</li> </ul> </li> <li>• Present to target groups of customers the benefits of buying the footwear products of the organization, e.g. : <ul style="list-style-type: none"> <li>• Preferential prices</li> <li>• Quality, reliability and stability of supply</li> <li>• Well-maintained sales supporting services</li> <li>• Well-maintained after-sales service</li> </ul> </li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Act in a professional way to ensure no exaggeration or misrepresentation made when promoting the characteristics and selling points of the footwear products</li> </ul> </li> </ol>

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"><li>• Analyze and master the characteristics and selling points of the footwear products sold by the organization; and</li><li>• Focus on the major selling points of the footwear products sold by the organization and provide the sales plans with ideas which are creative and cater to the mindset and needs of consumers so as to support the retail business development of the organization.</li></ul>
Remark	