

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Sales, Marketing and Multi-channel Sales Management

Title	Prepare for commodity display
Code	111237L1
Range	This unit of competency (UoC) is applicable to staff responsible for giving assistance in showing or displaying commodities in the retail industry. Practitioners have the ability to implement routine work under clear guidance, and complete the preparations for commodity display to align with the organisation's product promotions.
Level	1
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of work related to commodity display</p> <ul style="list-style-type: none"> • Understand the purpose of commodity display, e.g.: <ul style="list-style-type: none"> ○ Increase customer flow ○ Stimulate customers' desire to purchase ○ Promote new commodity ○ Fit in with thematic promotion • Understand factors to be considered in commodity display and act accordingly, including: <ul style="list-style-type: none"> ○ Overall image of the store ○ Store environment and decoration characteristics ○ Category and characteristics of commodities ○ Seasonal or special festival considerations • Understand the way of handling commodity display and the related techniques of the industry • Master usage, characteristics and operating methods of various kinds of display equipment, e.g.: <ul style="list-style-type: none"> ○ Display racks, shelves ○ Pull-up stands ○ Clothes-racks and models (apparel exhibits) ○ Slogans / price tags ○ Containers ○ Lighting, audio equipment ○ Other related equipment <p>2. Prepare for commodity display</p> <ul style="list-style-type: none"> • Confirm details of plans for commodity showing/display with the higher level, including: <ul style="list-style-type: none"> ○ Purpose and theme of showing/display ○ Type and characteristics of commodities on display ○ Special requirements for equipment such as lighting, source of electricity and audio equipment • Check whether the variety of products on display is complete, whether the received quantity is consistent with the receipt, and whether it follows the organisation's display guidelines for consistency; and understand the display instructions • Complete the commodity display preparations in accordance with the instructions of the higher level, including: <ul style="list-style-type: none"> ○ Confirm the appropriate display location and space ○ Install/place related racks, lighting and furniture ○ Place promotional posters and pamphlets ○ Ensure the accuracy of commodity prices and labels

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Sales, Marketing and Multi-channel Sales Management

	<p>Report to the higher level after completion of preparations</p> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Adhere to the requirements of related occupational safety and health ordinances in the preparations for commodity display • Understand hygiene requirements of the organisation, related legislation, and retail laws (e.g. Trade Descriptions Ordinance (unfair trade practices), Dutiable Commodities (Liquor) Regulations, Plastic Shopping Bag Charging Scheme, Competition Ordinance, regulations on product packaging and labelling)
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Use various display tools and perform display work according to instructions; • Apply fundamental skills of commodity display and complete the preparations for commodity display under the instructions of the higher level; and • Ensure a smooth implementation of the preparations for commodity display in order to go with the organisation's related commodity promotional work.
Remark	<p>This UoC is adopted from 105038L1. The UoC title is revised.</p>