

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Merchandising / E-commerce Merchandising

Title	Research and analyse the latest life trends and design trends; plan, design and implement creative visual merchandising strategies
Code	111294L5
Range	This unit of competency (UoC) is applicable to retail procurement and data analytics. Practitioners have the ability to make use of various online and offline channels to deliver brand messages to customers and increase the success rate of sales.
Level	5
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Analyse the knowledge of creative visual merchandising</p> <ul style="list-style-type: none"> • Understand that creative visual merchandising is not confined to brick-and-mortar, but also applies to online marketing and hybrid marketing (e.g. pop-up stores, interstitials, game alliances) • Understand that creative visual merchandising is to communicate with customers through strategic product display (e.g. lighting, colours, space) • Analyse that creative visual merchandising can help the brand personality and characteristics shine, which can effectively differentiate from competitors, thereby building customer loyalty to the brand and allowing the brand to charge higher prices for its products <p>2. Research and analyse the latest life trends and design trends; plan, design and implement creative visual merchandising strategies</p> <ul style="list-style-type: none"> • Research and analyse the latest life trends <ul style="list-style-type: none"> ○ The relationship between life trends come from social issues (e.g. no age limit, recyclable materials) and the brand with its products ○ With the popularity of voice search and smart speakers, content readability and aesthetics are equally important, while visual effects / images have the same weight as advertising text • Research and analyse the latest design trends <ul style="list-style-type: none"> ○ Graphic design ○ 3D installation ○ Animation and interaction design • Plan, design and implement creative visual merchandising strategies <ul style="list-style-type: none"> ○ Clarify the focus of each creative visual merchandising strategy (e.g. building brand awareness, clearance sale) ○ Create and deliver valuable content to promote the brand so as to build good relations with the public ○ Provide clear direction and specific guidelines for product display to improve sales success rate ○ Provide seamless shopping experience across online and offline channels ○ Use the data collected from each touchpoint to adjust strategies resiliently <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Comply with related legal requirements and job ethics when planning and designing strategies • Make good use of various online and offline channels to implement creative visual merchandising strategies

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Grasp the latest life trends and design trends; plan and design appropriate creative visual merchandising strategies for the brand;• Provide direction and guidelines for product display in various online and offline channels; and• Review the effectiveness of creative visual merchandising strategies on a regular basis and make adjustments as needed.
Remark	