

**Specification of Competency Standards**  
**for the Retail Industry**  
**Unit of Competency**

Functional Area - Store Operations

Title	Implement store design plan
Code	111352L3
Range	This unit of competency (UoC) is applicable to staff in the retail industry. Practitioners have the ability to implement the organisation's store and window design plan and provide a safe shopping environment for customers and promote the organisation's retail business.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of store design plan</p> <ul style="list-style-type: none"> <li>• Understand the business strategies and marketing plan of the organisation</li> <li>• Master the details of the store and window design plan of the organisation, including: <ul style="list-style-type: none"> <li>○ Actual layout of design</li> <li>○ Groups of customers targeted by the design plan</li> <li>○ Message expressed by the design plan</li> <li>○ Considerations for corporate image</li> </ul> </li> <li>• Master the actual environment of the store design plan, including: <ul style="list-style-type: none"> <li>○ Space of the site, e.g. area, height</li> <li>○ Facilities of the site, e.g. lighting, power supply audio effect, etc.</li> <li>○ Installations of the site, e.g. ceilings, raised platform and fixtures e.g. changing room</li> <li>○ Limitations in the use of the site (e.g. size of the volume)</li> <li>○ Time limitations, e.g. whether can be placed 24 hours or not</li> </ul> </li> <li>• Understand the resources required for the implementation of the store design plan</li> <li>• Understand government ordinances and regulations for the implementation of the store design plan (e.g. Buildings Ordinance, Code of Practice for the Provision of Means of Escape in Case of Fire)</li> <li>• Understand the competitive environment faced by the organisation and competitors' sales practices</li> </ul> <p>2. Implement store design plan</p> <ul style="list-style-type: none"> <li>• Apply the knowledge of the store design plan in the daily work, e.g.: <ul style="list-style-type: none"> <li>○ Seek clear guidelines from the higher level on business and talent strategies, targeted market, customer groups, etc.</li> <li>○ Measure the usable space and area of the site</li> <li>○ Make a sketch or model of the proposed appearance of the store and windows</li> <li>○ Prepare the configuration plan to include the details of layout design, expected customer flow and needs, fixtures, budget, etc.</li> </ul> </li> <li>• Put the goods in places/on the shelves securely according to the design plan to promote the organisation's retail business</li> <li>• Record the appearance of the store and windows designed, e.g. take photographs or save at computer</li> <li>• Collect customers' impressions and comments on the store and window design through effective channels</li> <li>• Improve the design plan according to comments collected</li> </ul> <p>3. Exhibit professionalism</p>

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	<ul style="list-style-type: none"><li>• Implement the store design plan to ensure that the design complies with the legal requirements on fire services (e.g. Code of Practice for Minimum Fire Service Installations and Equipment)</li></ul>
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none"><li>• Guide and supervise staff to implement the store design plan in accordance with the established procedures, guidelines, and instructions in order to provide customers with a safe shopping environment and assist in promoting the organisation's retail business.</li></ul>
Remark	This UoC is adopted from 105131L3.