

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

Functional Area - Store Operations

Title	Draw up store and window design plans
Code	111367L5
Range	This unit of competency (UoC) is applicable to staff responsible for store and window design plans or related marketing activities in the retail industry. Practitioners have the ability to use a wide range of product knowledge and marketing techniques to draw up the most appropriate window design plan to help the development of retail business.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of store and window design</p> <ul style="list-style-type: none"> <li>• Understand the retail market trend and the latest information of trendy products</li> <li>• Understand the business strategies and marketing plan of the organisation</li> <li>• Understand the characteristics of the products of the organisation, including: <ul style="list-style-type: none"> <li>○ Market position of the brand</li> <li>○ Nature of products, e.g. size, weight and materials used</li> <li>○ Value of the products</li> <li>○ Special requirements of products, e.g. insurance policy</li> </ul> </li> <li>• Understand the ways to promote and display similar products of competitors</li> <li>• Understand different types of customers and their preferred products of the organisation</li> <li>• Master the manpower and financial resources required for the formulation of store and window design plans</li> <li>• Understand the requirements and regulations of the Government and governing bodies regarding product promotion, including those related to store and window display</li> </ul> <p>2. Draw up store and window design plans</p> <ul style="list-style-type: none"> <li>• Analyse a range of factors when drawing up store and window design plans, including: <ul style="list-style-type: none"> <li>○ The trendiest and the most popular product / service in the retail market at the time</li> <li>○ Assessing the interrelationship between the design plan and the turnover</li> <li>○ Assessing the fees paid by product suppliers (e.g. “slotting fee”)</li> <li>○ The best display period for showing the product</li> <li>○ The time and cost required for the replacement and change of the displayed product</li> <li>○ Safety measures (e.g. wiring, lighting and arrangements)</li> </ul> </li> <li>• Draft and formulate store and window design plans for the organisation, including: <ul style="list-style-type: none"> <li>○ Formulating store and window design plans for the organisation according to the business strategies, target markets and the needs of customer groups</li> <li>○ Choosing the series of products to be displayed in the store and windows according to the promotional strategies of the organisation, and showing the effect of visual beauty</li> <li>○ Allocating the resources and manpower required for the design work of store and window display</li> <li>○ The display of products in the store and windows has to meet the needs of target customer groups and follow the promotional strategies of the organisation, e.g. seasonal or thematic promotions</li> </ul> </li> <li>• Gather sufficient manpower, including internal staff and contractors, to carry out the design plan</li> <li>• Review and decide the new prices of the products displayed in the store and windows</li> </ul>

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

Functional Area - Store Operations

	<ul style="list-style-type: none"> <li>• Collect the feedback of customers on the displayed products in the store and windows and the information of sales performance through effective channels, including: <ul style="list-style-type: none"> <li>○ Site observation/interview</li> <li>○ Reports submitted by the third party (e.g. contractors)</li> <li>○ Information collected from customer enquiries</li> </ul> </li> <li>• Assess the implications of charging product suppliers e.g. “slotting fee”</li> <li>• Submit improvement proposals to the higher level after data analysis</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Ensure that the store and window design plan comply with relevant legal requirements, e.g. Fire Services Ordinance and Occupational Safety and Health Ordinance</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Use product-related knowledge and marketing techniques to draw up the most appropriate window design plan for the store of the organisation; and</li> <li>• Use different channels to collect the feedback of customers on the design and submit optimisation proposals to the higher level after compiling relevant information.</li> </ul>
Remark	This UoC is adopted from 105155L5.