

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Brand Management

Title	Implement Timepiece Product Display
Code	104943L3
Range	This unit of competency (UoC) is applicable in general timepiece product retail shops/showrooms/exhibition sites. It covers the abilities to master window display design techniques to implement timepiece product exhibition/display, so as to achieve the selling purpose.
Level	3
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of timepiece product display <ul style="list-style-type: none"> • Understand the purposes of window display <ul style="list-style-type: none"> • Attract customers to hang around • Bring visual enjoyment to customers • stimulate customer's buying desire • arouse customer's demand for product • Understand different display design techniques <ul style="list-style-type: none"> • Match timepiece products with theme of display • Colour design • Lighting design • Matching of decorations • Understand all kinds of themes for timepiece product exhibition/display, such as: <ul style="list-style-type: none"> • Commercialized • Livelihood (trend, season, festive activities, etc.) • Personalized 2. Implement timepiece product display <ul style="list-style-type: none"> • Employ timepiece product exhibition/display techniques • Match the theme of display according to the brand/product service of the organization and the characteristics of the product <ul style="list-style-type: none"> • Colour match • Lighting design • Side decorations • Arrange the production flow of the entire timepiece product display <ul style="list-style-type: none"> • Conceive the design • Draft the design (layout) • Make models • Find materials/props • Display racks for timepiece products • Body (arm/wrist) models • Materials for display of timepiece products, e.g. metal/wood/fabrics/fibre/rope/net • Execute the production work • Exhibit/display timepiece products to attract customers 3. Exhibit professionalism <ul style="list-style-type: none"> • Follow the occupational safety laws when implementing timepiece product exhibition/display
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Master display design techniques and implement timepiece product exhibition/display according to corporate and brand image as well as customers' preferences, so as to attract customers to buy.
Remark	