

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	Performance Requirements - Possess knowledge of timepiece product display - Understand the purposes of window display - 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 - 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: - Commercialized - Livelihood (trend, season, festive activities, etc.) - Personalized - Implement timepiece product display - 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 - Colour match - Lighting design - Side decorations - Arrange the production flow of the entire timepiece product display - 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 - Exhibit professionalism - Follow the occupational safety laws when implementing timepiece product exhibition/display
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: 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	