

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Brand Management

Title	Supervise Timepiece Product and Store Displays
Code	104947L4
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 and supervise the subordinates to carry out timepiece product exhibition/display duties according to the sales strategies and requirements set by the organization, so as to achieve the established sales target.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of timepiece product and store displays <ul style="list-style-type: none"> • Understand the limits of timepiece product stores/exhibition sites • Understand the purposes of decorating stores/exhibition sites <ul style="list-style-type: none"> • Increase customer flow • Attract customers to stop and catch their attention • Arouse customers' interests • Stimulate customers' buying desire • Bring visual enjoyment to customers • Stimulate customers' product demand • Build the brand image of the organization's timepiece products in customer's mind • Understand the design and matching of different themes of display • Understand the themes of various types of timepiece product exhibition/display and their relationship with the organization's sales strategies • Understand the ability and professional standards of staff responsible for timepiece product exhibitions/displays 2. Supervise timepiece product and store displays <ul style="list-style-type: none"> • Master timepiece product exhibition/display techniques • Communicate with the sales staff of the timepiece product stores, and give appropriate work instructions to subordinates after assessing the information and making judgement in order to facilitate the drafting of design • Communicate with the timepiece product stores/exhibition sites/advertising agency and the management of the organization • Supervise and follow up the entire production process for the display, e.g.: <ul style="list-style-type: none"> • Negotiate with the advertising agency to follow up the production matter • Conceive a proposal for the timepiece product exhibition/display • Prepare materials/props for the timepiece product exhibition/display • Supervise the subordinates to carry out the timepiece product exhibition/display, so as to achieve the established sales target 3. Exhibit professionalism <ul style="list-style-type: none"> • Respect intellectual property to prevent plagiarization, so as to avoid individual person and the organization to fall into the trap of infringement • Ensure that the style of the timepiece product exhibition/display conforms with the corporate and brand image
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Understand the functions of window display clearly and master timepiece product exhibition/display techniques; and • Understand the corporate direction for the image and sales of the timepiece products and supervise the exhibition/display of timepiece products, so as to achieve the established sales target.
Remark	