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| 1. Title | Implement commodity display |
| 2. Code | 105140L3 |
| 3. Range | This unit of competency (UoC) is applicable to staff responsible for commodity display in the retail industry. It requires analysis and judgement. It covers the abilities to display/show commodities properly in retail stores to attract and facilitate customers to buy. |
| 4. Level | 3 |
| 5. Credit | 6 (for reference only) |
| 6. Competency | <p>Performance Requirements</p> <p>6.1 Knowledge of commodity display</p> <ul style="list-style-type: none"> ◆ Understand the organization's product promotion and display/showing strategies ◆ Understand the purpose of showing products, e.g. increase customer flow, promote new commodities, stimulate purchasing desire to facilitate transactions, thematic promotion, etc. ◆ Understand the methods, effects and techniques for various types of commodity display, e.g. focal style, scenic style, etc. ◆ Understand factors to be considered in commodity display, including the image, environment and decoration of the store, characteristics, category and seasonality of commodities, etc. ◆ Understand the characteristics of competitor's commodity display ◆ Know about the usage, characteristics and operating methods of various kinds of display equipment, e.g. display racks, electronic photo frame ◆ Know about legal requirements related to occupational safety and health <p>6.2 Implement commodity display</p> <ul style="list-style-type: none"> ◆ Confirm with relevant departments details of plans for commodity display/showing, e.g.: <ul style="list-style-type: none"> • Purpose of display, theme of design • Installation requirements for lighting, power supply and audio equipment • Type and nature of the commodities • Estimates of expenditure ◆ Obtain store information for reference before displaying/showing the commodities, including: <ul style="list-style-type: none"> • Floor plan, proportion of space • Information on target groups of customers • Decoration, shelves, lighting, display and furniture of the store • Workspace information ◆ Implement commodity display according to the organization's overall sales and marketing strategy for commodities, including: <ul style="list-style-type: none"> • Formulating display design plan • Confirming the theme of display, e.g. commercialized, livelihood, personalized, etc. • Confirming the appropriate display location and space • Arranging and installing appropriate display equipment • Ensuring the accuracy of commodity prices and labels • Regularly arranging to place the promotional commodities on shelves • Displaying promotional posters and pamphlets |

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| | <ul style="list-style-type: none"> ◆ Check the display items regularly to ensure they are in good condition, and change them accordingly ◆ Review the effectiveness of commodity display and submit reports to the higher level <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ◆ Follow the Occupational Safety and Health Ordinance when implementing commodity display ◆ Commodity display can attract customers and stimulate customers' desire to purchase so as to boost the sales of the retail store |
| 7. Assessment Criteria | <p>The integrated outcome requirements of this UoC are the abilities to:</p> <p>(i) Use knowledge and techniques in commodity display to implement commodity display in accordance with the organization's marketing and sales strategies in order to achieve the established purpose of display; and</p> <p>(ii) Review regularly the effectiveness of the commodity display plan and check the condition of the display items; change the items if necessary.</p> |
| 8. Remark | |