1. Title	Manage store displays
2. Code	105152L4
3. Range	This unit of competency (UoC) is applicable to store management staff in the retail industry. It requires analysis and judgement. It covers the abilities to manage store displays according to the design plan and goal so as to cope with the marketing strategies of the organization and facilitate its retail business development and boost sales.
4. Level	4
5. Credit	6 (for reference only)
6. Competency	Performance Requirements 6.1 Knowledge of retail store displays ♦ Understand the marketing strategies of the organization ♦ Understand the items involved in store displays, including internal decoration, windows, entrance and exit, outer appearance of the store, sign boards, product display ♦ Understand the main purpose of the design for store displays, including: • Creating the image of the retail store • Increasing the chance of promoting products for the organization • Planning the use of the internal space of the store and maximizing its effectiveness ♦ Understand the major procedures and factors of the design for store displays, including: • Confirming the floor plan • Determining the design theme • Confirming the criteria for the display of products • Utilizing the space • How to use the lighting in a creative way • Designing and arranging displayed props and equipment • Customer needs and market trend • Past sales volume of displayed products and expected sales growth ♦ Understand the techniques involved in store displays/exhibition designs 6.2 Manage store displays ♦ Confirm the requirements and design of store displays according to the marketing strategies of the organization, including: • Information of the promotional activity related to products - Types and characteristics of products - Product promotion techniques, e.g. demonstration, window display/ promotion poster/display cabinet/food or drink tasting - Promotional period and offers - Seasonal/festival factor • Requirements for space arrangement • Display methods and display areas, e.g. shelves and exhibition zones ♦ Carry out the procedures and plan of store displays, e.g.: • Coordinate different designs of displays • Communicate with product suppliers and contractors • Organize the installation of displayed props, furniture and equipment • Arrange sufficient stock and shelves to cope with the promotional activity

	• Assign dedicated staff or appropriate personnel to cope with the promotional activity, e.g. introduction of the uses, features and operation methods of products and the benefits to customers ♦ Coordinate with relevant departments or contractors so as to ensure that the display of products is carried out according to scheduled plan ♦ Check the displays, relevant equipment and props regularly and ensure that they are kept in good and safe conditions; perform maintenance or replacements if necessary ♦ Negotiate with suppliers at the end of the promotional activity and ensure that relevant displayed equipment, props and remaining products are properly and timely handled, e.g. returning them to suppliers or carrying out reduction sales according to the guidelines of the organization ♦ Review and assess the effects of store displays regularly, and keep records and save files for reference by future promotion 6.3 Exhibit professionalism ♦ Manage store displays according to the Occupational Safety and Health Ordinance ♦ The design of store displays can help achieve marketing goals and facilitate the growth of the retail business of the organization
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: (i) Manage store displays according to the design plan and requirements of the organization so as to achieve the goals and effects of the promotional activity; and (ii) Review the effects of the plan of store displays and keep records and save files for future reference.
8. Remark	