

SSR.C302 - SQA Unit Code HA9G 04

Assess how effective displays are in a retail environment



Overview

This standard is about assessing how effective displays prepared by colleagues under your supervision are. You do not need specialist visual merchandising skills.

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Performance criteria

- You must be able to:*
- P1 identify what standards the display should meet
 - P2 check displays against all the relevant standards to decide how effective they are
 - P3 encourage staff to make helpful comments and identify changes that may make the display more appealing to customers
 - P4 ask the right person for permission to make any changes that you cannot authorise yourself
 - P5 give staff clear instructions and encouragement so that they can make any changes needed to the display
 - P6 take prompt and suitable action to deal with any risks to security or health and safety that your assessment has revealed

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Knowledge and understanding

You need to know and understand:

- K1 the standards you should apply when assessing how effective displays are
- K2 how to assess displays against the relevant standards
- K3 how to identify displays that are unsafe or not secure enough
- K4 how to correct displays that are unsafe or not secure enough
- K5 who can authorise changes in the display
- K6 how to involve staff in assessing and changing displays

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Additional Information

Links to other

NOS

SSR.C301 Organise staff to display goods for retail sale;

SSR.C303 Keep products available and maintain their quality in a retail environment

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Validity	Current
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Originating organisation	Skillsmart Retail
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Original URN	SSR.C302
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Relevant occupations	Retail and commercial enterprise; Retailing and wholesaling; Managers and senior officials; Managers in distribution, storage and retailing; Sales and customer service occupations; Sales assistants and retail cashiers
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Suite	Retail
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Key words	Retailing; retailers; assesses; assessing; evaluates; evaluating; effectiveness; efficient; efficiency
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