

LANC.13 - SQA Unit Code F09D 04

Maintain the availability of goods for sale to customers in a retail environment



Overview

This standard is for team leaders responsible for organising and monitoring the display of goods. Firstly, the standard is about briefing colleagues about display requirements and supervising the assembly of displays. Secondly, the standard is about assessing the effectiveness of displays prepared by colleagues under your supervision. The third aspect of the standard is concerned with keeping stock replenished and accurately priced, and making suggestions for improving displays. You do not need specialist visual merchandising skills for this standard.

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Performance criteria

You must be able to:

Organise staff to display goods for retail sale

- P1 confirm the purpose of the display and any relevant requirements and standards and, where necessary, check them with the appropriate authority
- P2 clearly explain to staff the purpose of the display and any relevant requirements and
- P3 provide opportunities for staff to check they understand the requirements and standards of the display
- P4 check that staff prepare the display area and put the display together in a way that causes the least inconvenience to customers
- P5 provide constructive feedback to staff on their performance
- P6 check that the assembled display conforms to company requirements and standards
- P7 obtain permission from the appropriate authority to modify or change the display
- P8 monitor that information has been placed accurately and legally, and is chosen and positioned to promote sales effectively
- P9 keep complete, accurate and up-to-date records of displays

You must be able to:

Assess how effective displays are in a retail environment

- P10 identify what standards the display should meet
- P11 check displays against all the relevant standards to decide how effective they are
- P12 encourage staff to make helpful comments and identify changes that may make the display more appealing to customers
- P13 ask the right person for permission to make any changes that you cannot authorise yourself
- P14 give staff clear instructions and encouragement so that they can make any changes needed to the display
- P15 take prompt and suitable action to deal with any risks to security or health and safety that your assessment has revealed

You must be able to:

Keep products available and maintain their quality in a retail environment

- P16 collect and record accurate information on price changes
- P17 give accurate, up-to-date price information to the staff who need it
- P18 regularly check price marking and promptly sort out any pricing problems you spot
- P19 make sure that stock replenishment plans are up-to-date and realistic
- P20 deal with out-of-date or deteriorating stock in line with company policy

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and any relevant laws

- P21 involve staff in identifying potential improvements to the way stock is organised and presented
- P22 identify realistic and effective ways of improving how stock is organised and presented
- P23 get permission from the right person, where necessary, to improve the way stock is organised and presented
- P24 make sure that you maintain customer goodwill and staff morale while stock is being re-organised

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Knowledge and understanding

You need to know and understand:

Know how to organise staff to display goods for retail sale

- K1 how different types of display help the store to reach its sales targets
- K2 how you can position information so that it helps to promote sales
- K3 how the layout of the selling area affects sales
- K4 the legal requirements for pricing goods for sales
- K5 the company's standards for putting displays together, including standards for cleaning and preparation
- K6 how to work out what type and quantity of resources you need to set up displays
- K7 how to brief staff in a way that encourages their involvement
- K8 how to check the work of staff preparing and putting displays together and how to give feedback to staff on their performance
- K9 the security, health and safety requirements and procedures relating to displaying goods
- K10 the customer's rights and the company's duties and responsibilities under the Sale of Goods Act
- K11 how to check that the information in displays is accurate and legal
- K12 how to use different price marking methods and technologies

You need to know and understand:

Know how to assess how effective displays are in a retail environment

- K13 the standards you should apply when assessing how effective displays are
- K14 how to assess displays against the relevant standards
- K15 how to identify displays that are unsafe or not secure enough
- K16 how to correct displays that are unsafe or not secure enough
- K17 who can authorise changes in the display
- K18 how to involve staff in assessing and changing displays

You need to know and understand:

Know how to keep products available and maintain their quality in a retail environment

- K19 how to collect and record information about prices
- K20 how to check stock rotation and the quality of goods on display
- K21 what can happen to stock that is not stored correctly or renewed as needed
- K22 how to replenish and rotate stock and deal with sub-standard goods
- K23 how to check pricing and price marking, correct mistakes and change prices
- K24 why it is important to record price changes accurately

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