

SSR.C301 - SQA Unit Code HA9F 04

Organise staff to display goods for retail sale



Overview

This standard is about briefing and supervising colleagues on displaying goods in the retail store. You do not need specialist visual merchandising skills.

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Performance criteria

- You must be able to:*
- 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 standards
 - 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 organisational requirements
 - 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

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Knowledge and understanding

You need to know and understand:

- 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 legal rights and the company's legal duties and responsibilities in relation to the display of goods including descriptions of goods
- K11 how to check that the information in displays is accurate and legal
- K12 how to use different price marking methods and technologies

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Additional Information

Links to other

NOS

SSR.C302 Assess how effective displays are in a retail environment;

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

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Developed by	Skillsmart Retail
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Date approved	February 2010
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Validity	Current
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Status	Original
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Originating organisation	Skillsmart Retail
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Original URN	SSR.C301
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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; organises; organising; displaying; displays; items; products; produce; materials; stocks
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