Unit Title:	**Display stock to promote sales to customers in a retail environment**
OCR unit number:	16
Sector unit number:	C.02
Level:	2
Credit value:	5
Guided learning hours:	26
Unit reference number:	M/503/5684

Unit purpose and aim

This unit assesses the occupational competence of individuals who are responsible for setting up, labelling and dismantling displays in a retail environment. No specialist visual merchandising skills are needed to achieve the assessment criteria.

Learning Outcomes	Assessment Criteria
The Learner will:	**The Learner can:**
1 Understand the importance of checking for potential health and safety issues before setting up and dismantling displays	1.1 explain the importance of checking for potential health and safety issues before setting up and dismantling displays
2 Understand how displays help to promote sales	2.1 explain how sales can be promoted by: • the effective use of space in a display • the positioning of products within a display • the use of labelling in a display
3 Know about legal requirements for labelling products in a display	3.1 describe the legal requirements for labelling products in a display 3.2 state what can happen if legal requirements for labelling products in a display are not met
4 Be able to establish the availability of space and other resources needed for a display	4.1 identify the person or people who can provide advice if any problems arise with the space or other resources needed to prepare a display as instructed 4.2 perform checks on the space available for a display to ensure that: • there is enough space for the display • the display will not cause an obstruction 4.3 perform checks to ensure that the materials, equipment and stock needed for the display are: • available • in working order

© OCR 2011

Learning Outcomes	Assessment Criteria
5 Be able to prepare a display area for use in a retail environment	5.1 prepare a display area for use, ensuring that the area is: • clear of any items not wanted for the display • clean
6 Be able to set up a display in a retail environment	6.1 set up a display: • using safe working practices • in line with plans • within the time allowed • minimising the inconvenience caused to other people nearby 6.2 check that the finished display: • has the levels of stock needed • is clean, tidy and safe for use 6.3 clear the area where the display has been set up of any equipment, excess materials and waste in line with organisational procedures
7 Be able to label a display of stock in a retail environment	7.1 perform checks to ensure that the information on labels meets legal and organisational requirements before including labels in a display 7.2 identify the person who should be told about any information on labels that need changing 7.3 position labels in line with organisational requirements
8 Be able to dismantle a display in a retail environment	8.1 dismantle the display: • using safe working practices • within the time allowed • minimising the inconvenience caused to other people nearby 8.2 clear the area where the display has been dismantled of any equipment or excess materials: • safely • using the designated storage or disposal facilities

Assessment

This unit requires workplace assessment of occupational competence. It is internally assessed by centre staff and externally assessed by an OCR External Verifier.

The unit is competence-based. This means that it is linked to the candidate's ability to competently perform a range of tasks associated with their work.

The unit needs to be assessed in line with the relevant Sector Skills Council's (SSC's) Assessment Strategy or Principles. Skillsmart Retail's Assessment Principles for Retail Qualifications can be found on their website (www.skillsmartretail.com).

© OCR 2011

Assessment conducted by an external/peripatetic assessor must adhere to section 4.2.1 of Skillsmart Retail's '*Retail Qualifications Assessment Principles'*. As such, OCR requires the line manager or the owner/manager to sign and date the bottom of each unit Evidence Record Sheet (ERS) to both confirm their involvement and the candidate's competence. This should be on or prior to the signature and date provided by the assessor.

Evidence requirements

OCR does not stipulate the mode of delivery for the teaching of the content of this unit. Centres are free to deliver this unit using any mode of delivery that meets the needs of their candidates. Centres should consider the candidates' complete learning experience when designing programmes of learning.

Guidance on assessment and evidence requirements

You should refer to the '*Admin Guide: Vocational Qualifications* (A850)' for *Notes on Preventing Computer-Assisted Malpractice*.

National Occupational Standards (NOS) mapping/signposting

This unit is based on the NOS reference SSR.C201, SSR.C202, SSR.C203

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

Functional Skills Standards					
English		**Mathematics**		**ICT**	
Speaking and Listening	✔	Representing	✔	Use ICT systems	✔
Reading	✔	Analysing	✔	Find and select information	✔
Writing	✔	Interpreting	✔	Develop, present and communicate information	✔

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .