Unit Title:	**Maintain the availability of goods on display in a retail environment to promote sales**
OCR unit number:	67
Sector unit number:	C.13
Level:	3
Credit value:	6
Guided learning hours:	30
Unit reference number:	L/503/5692

Unit purpose and aim

This unit assesses the occupational competence of individuals who are responsible for organising staff to set up and maintain displays. The candidate does not need specialist visual merchandising skills to achieve this unit.

Learning Outcomes	Assessment Criteria
The Learner will:	**The Learner can:**
1 Understand how the display of goods can promote sales	1.1 explain how different types of display help the store to reach its sales targets 1.2 explain how the way that information is positioned within displays can help to promote sales 1.3 explain how the layout of the selling area affects sales
2 Understand legal and organisational requirements for displaying goods	2.1 explain the organisational and legal requirements for displaying descriptions and prices of goods 2.2 explain the organisation's standards for putting displays together, including standards for cleaning and preparation 2.3 explain the security, health and safety requirements and procedures relating to displaying goods 2.4 explain customers' legal rights in relation to the display of goods
3 Be able to organise staff to display goods for retail sale	3.1 explain to staff the purpose of the display and the requirements and standards it must meet, including standards for health and safety and security 3.2 ask staff questions to check their understanding of the requirements and standards for the display 3.3 ensure that staff prepare the display area: • safely • with the minimum of inconvenience to customers

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Learning Outcomes	Assessment Criteria
	3.4 ensure that staff put the display together: • safely • with the minimum of inconvenience to customers 3.5 explain the importance of consulting an authorised decision-maker before modifying or changing the display 3.6 ensure that the records kept of displays are in line with organisational procedures
4 Be able to evaluate the effectiveness of displays	4.1 evaluate the effectiveness of displays in relation to: • their intended purpose • legal and organisational requirements and standards 4.2 evaluate information within displays to ensure that its content and position are: • legally compliant • likely to promote sales 4.3 ask staff for suggestions for making the display more appealing to customers 4.4 explain the importance of dealing promptly with any risks to security or health and safety that arise when evaluating displays
5 Be able to maintain the required quantity and quality of goods on display	5.1 provide accurate, up-to-date pricing information to the staff who need it 5.2 monitor price marking to ensure that it is correct 5.3 resolve any pricing problems that arise 5.4 develop stock replenishment plans to maintain the required quantity and quality of goods on display 5.5 organise the removal of stock of unsaleable quality from display

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).

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.

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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

OCR provides the following as guidance when assessing the unit:

AC 1.1: The candidate should explain the different types of display used in their own retail environment which could include: window displays, wall fixtures, floor displays – free standing and fixed, POP or Point of Purchase displays.

AC 2.1 and **AC 2.4**: The candidate needs to know that all retailers must describe goods accurately in any display or point of sale information and must display the full price including VAT under the following legislation:

- Sale of Goods Act
- Consumer Protection from Unfair Trading Practices Regulations

This should include the legal rights of customers, for example if customers are offered ex-display items, they should be informed of any imperfections. Customers should be informed of their right to return goods and under what terms and conditions this applies.

Where additional guidance has been provided, it is not intended to be exhaustive. Candidates may also use other relevant or appropriate examples.

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.C301, SSR.C302, SSR.C303

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 .

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