

ITEC Unit 637 Create and maintain retail displays in the salon

Recommended unit guided learning hours – 17

Learning Outcome	Assessment Criteria	Taught Content
<p>1. Be able to create and maintain a retail display</p>	<p>1.1 obtain advice for planning and positioning of display</p> <p>1.2 create and maintain retail displays consistent with salon image</p> <p>1.3 outline the factors to be taken into account when creating a retail display</p> <p>1.4 state the types of products suitable for retail displays</p> <p>1.5 state the procedure for reporting retail stock shortages</p> <p>1.6 outline safe and hygienic working practices</p>	<p>1.1.1 To include:</p> <ul style="list-style-type: none"> • Consulting with senior colleagues • Choice of a display cabinet, counter or table <p>1.2.1 To include:</p> <ul style="list-style-type: none"> • A variety of display materials consistent with salon image • A range of retail products consistent with salon image <p>1.3.1 To include:</p> <ul style="list-style-type: none"> • Available space • Display materials available • Range of retail products available • Legal requirements for labelling and pricing • Health and safety requirements <p>1.4.1 To include:</p> <ul style="list-style-type: none"> • Shampoos and conditioners • Hair accessories • Make-up and nail enamels • Travel items <p>1.5.1 To include:</p> <ul style="list-style-type: none"> • Salon policy <p>1.6.1 To include:</p> <ul style="list-style-type: none"> • Positioning display to avoid obstructions • Regular dusting and rotation of stock