

## Unit 630 - Display Stock To Promote Sales In A Salon

Recommended Unit Guided Learning Hours – 24

Learning Outcome	Assessment Criteria	Taught Content
1. Be able to prepare the display area	<p>1.1 Select the materials, equipment and stock to use</p> <p>1.2 Determine the location of the display to maximise its impact</p> <p>1.3 Assemble the display carefully and safely</p> <p>1.4 Label the displayed products clearly, accurately and in a manner consistent with legal requirements</p> <p>1.5 State the purpose of a display</p> <p>1.6 List the type of information required in order to plan a display effectively</p>	<p>1.1.1 To include:</p> <ul style="list-style-type: none"> <li>• A variety of display materials</li> <li>• A range of retail products</li> <li>• Display cabinet or counter or table</li> </ul> <p>1.2.1 To include:</p> <ul style="list-style-type: none"> <li>• Health and safety</li> <li>• Consulting with senior colleagues</li> </ul> <p>1.3.1 To include:</p> <ul style="list-style-type: none"> <li>• Health and safety</li> <li>• Manufacturers' stands</li> <li>• Improvised furniture and equipment</li> </ul> <p>1.4.1 To include:</p> <ul style="list-style-type: none"> <li>• A variety of methods of labelling</li> <li>• Legal requirements for labelling and pricing</li> </ul> <p>1.1.5 To include:</p> <ul style="list-style-type: none"> <li>• Encouraging additional services</li> <li>• Increasing sales</li> <li>• Creating an image</li> </ul> <p>1.6.1 To include:</p> <ul style="list-style-type: none"> <li>• The purpose of the display</li> <li>• The area and size available</li> <li>• Products and visual aids available (including budget)</li> <li>• Furniture and equipment</li> <li>• Available time</li> </ul>

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	1.7	State how the location and design of the display can attract attention and increase sales	1.7.1	To include: <ul style="list-style-type: none"> <li>• Eye level and attractive view</li> <li>• First impressions</li> <li>• Constant view reminding clients/customers</li> </ul>
	1.8	Describe how the location and design of related promotional materials can influence the effectiveness of the display	1.8.1	To include: <ul style="list-style-type: none"> <li>• Prominent view/position</li> <li>• Consequences of restricted view/position</li> <li>• Materials relevant to services/products and sales</li> </ul>
	1.9	Describe safety considerations when assembling a display	1.9.1	To include: <ul style="list-style-type: none"> <li>• Consideration for clients, customers and colleagues</li> <li>• Height of display</li> <li>• Posture/lifting techniques</li> </ul>
2. Be able to maintain and dismantle the display area	2.1	Maintain the display area for the duration of the display period	2.1.1	To include: <ul style="list-style-type: none"> <li>• Cleaning surfaces</li> <li>• Cleaning and replacing stock</li> </ul>
	2.2	Dismantle the display, restore the area and return stock to storage	2.2.1	To include: <ul style="list-style-type: none"> <li>• Health and safety</li> <li>• Checking and auditing stock</li> </ul>
	2.3	Describe the maintenance needs of a promotional display	2.3.1	To include: <ul style="list-style-type: none"> <li>• Rotation of stock</li> <li>• Cleaning and polishing display</li> <li>• Replacing products as necessary</li> </ul>
	2.4	Outline the safety considerations when dismantling a display, disposing of materials and returning stock to storage	2.4.1	To include: <ul style="list-style-type: none"> <li>• Legal responsibilities</li> <li>• Limiting disruption to services</li> <li>• Stock control</li> </ul>
	2.5	Explain the key legal requirements affecting the display and sale of goods	2.5.1	To include general compliance of the country therein: e.g. <ul style="list-style-type: none"> <li>• Trades Description</li> <li>• Consumer Protection</li> <li>• Supply and Sale of Goods to Consumers Regulations</li> </ul>

