

iUCO60 – Display stock to promote sales in a salon

URN – M/617/4370

Guided Learning Hours: 24

Learning outcome	Assessment criteria	Taught content to include
LO1 Be able to prepare the display area	1.1. Select the materials, equipment and stock to use	<ul style="list-style-type: none"> • A variety of display materials • A range of retail products • Display cabinet or counter or table
	1.2. Determine the location of the display to maximise its impact	<ul style="list-style-type: none"> • Health and safety • Consulting with senior colleagues
	1.3. Assemble the display carefully and safely	<ul style="list-style-type: none"> • Health and safety • Manufacturers' stands • Improvised furniture and equipment
	1.4. Label the displayed products clearly, accurately and in a manner consistent with legal requirements	<ul style="list-style-type: none"> • A variety of methods of labelling • Legal requirements for labelling and pricing
	1.5. State the purpose of a display	<ul style="list-style-type: none"> • Encouraging additional services • Increasing sales • Creating an image
	1.6. List the type of information required in order to plan a display effectively	<ul style="list-style-type: none"> • The purpose of the display • The area and size available • Products and visual aids available (including budget) • Furniture and equipment • Available time
	1.7. State how the location and design of the display can attract attention and increase sales	<ul style="list-style-type: none"> • Eye level and attractive view • First impressions • Constant view reminding clients/customers

	1.8. Describe how the location and design of related promotional materials can influence the effectiveness of the display	<ul style="list-style-type: none"> • Prominent view/position • Consequences of restricted view/position • Materials relevant to services/products and sales
	1.9. Describe safety considerations when assembling a display	<ul style="list-style-type: none"> • Consideration for clients, customers and colleagues • Height of display • Posture/lifting techniques

LO2 Be able to maintain and dismantle the display area	2.1. Maintain the display area for the duration of the display period	<ul style="list-style-type: none"> • Cleaning surfaces • Cleaning and replacing stock
	2.2. Dismantle the display, restore the area and return stock to storage	<ul style="list-style-type: none"> • Health and safety • Checking and auditing stock
	2.3. Describe the maintenance needs of a promotional display	<ul style="list-style-type: none"> • Rotation of stock • Cleaning and polishing display • Replacing products as necessary
	2.4. Outline the safety considerations when dismantling a display, disposing of materials and returning stock to storage	<ul style="list-style-type: none"> • Legal responsibilities • Limiting disruption to services • Stock control
	2.5. Explain the key legal requirements affecting the display and sale of goods	<ul style="list-style-type: none"> • To include general compliance of the country therein, e.g.: <ul style="list-style-type: none"> - Trades Descriptions Act - Consumer protection - The Sale and Supply of Goods to Consumers Regulations

Assessment	
Portfolio of evidence containing: <ul style="list-style-type: none"> • 2 practical performances MCQ	

Guide to taught content

The content contained within the unit specification is not prescriptive or exhaustive but is intended to provide helpful guidance to teachers and learners with the key areas that will be covered within the unit, and, relating to the kinds of evidence that should be provided for each assessment objective specific to the unit learning outcomes.

Document History

Version	Issue Date	Changes	Role
v1	17/09/2019	First published	Qualifications and Regulation Co-ordinator