



Create and maintain retail displays in the salon

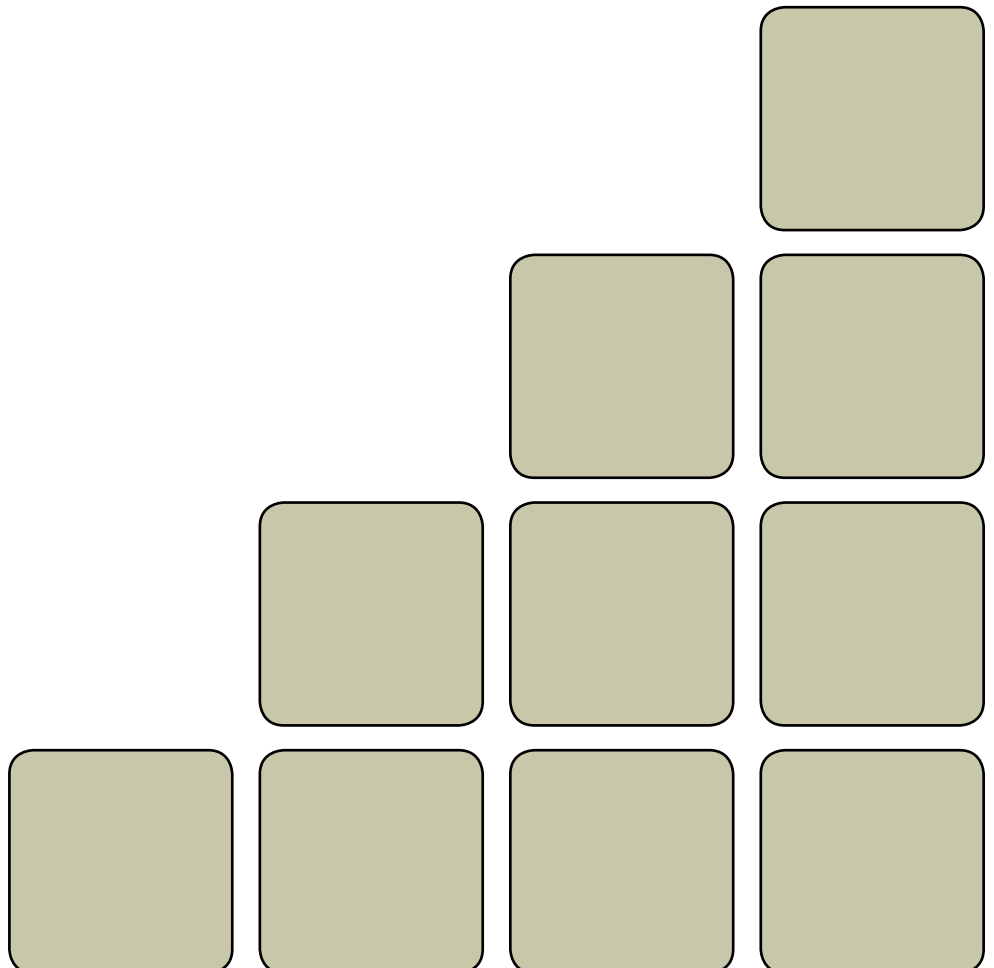
UV10482

Y/600/6335

Learner name:

Learner number:

VRQ



UV10482

Create and maintain retail displays in the salon

Through this unit you will become familiar with the retail stock your salon promotes and learn how to display it effectively.

You will work under the direct supervision of a stylist who will advise you on the planning, positioning and maintenance of the display. You will also learn the procedure that your salon has in place for reporting stock shortages and safe and hygienic working practices.

This unit is suitable for hairdressers, barbers and beauty therapists.

Level

1

Credit value

2

GLH

17

Observation(s)

2

External paper(s)

0



Create and maintain retail displays in the salon

Learning outcomes

On completion of this unit you will:

1. Be able to create and maintain a retail display

Evidence requirements

1. *Environment*
Evidence for this unit must be gathered in a real or realistic working environment.
2. *Simulation*
Simulation is not allowed in this unit.
3. *Observation outcomes*
Competent performance of 'Observation' outcomes must be demonstrated to your assessor on **at least two occasions**.
4. *Knowledge outcomes*
There must be evidence that you possess all the knowledge and understanding listed in the 'Knowledge' section of this unit. This evidence may include projects, assignments, case studies, reflective accounts, oral/written questioning and/or other forms of evidence.
5. *Tutor/Assessor guidance*
You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.
6. *External paper*
There is no external paper requirement for this unit.

Achieving observations and range

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of observations required is indicated in the evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through oral questioning.

Your assessor will sign off an outcome when all criteria have been competently achieved in a single client service.

Maximum service times

There are no maximum service times that apply to this unit.

Achieving range

There are no range statements that apply to this unit.



Observations

Outcome 1

Be able to create and maintain a retail display

You can:

- a. Obtain advice for planning and positioning of display
- b. Create and maintain retail displays consistent with salon image

** May be assessed through oral questioning.*

Observation	1	2	Optional
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			

Developing knowledge

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below:

- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies

Where possible your assessor will integrate knowledge outcomes into practical observations through oral questioning.

Knowledge



Outcome 1

Be able to create and maintain a retail display

You can:	Portfolio reference / Assessor initials*
c. Outline the factors to be taken into account when creating a retail display	
d. State the types of products suitable for retail displays	
e. State the procedure for reporting retail stock shortages	
f. Outline safe and hygienic working practices	

**Assessor initials to be inserted if orally questioned.*

Requirements highlighted in white are assessed in the external paper.

Unit content



This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

Outcome 1: Be able to create and maintain a retail display

Sources of advice to assist you in planning and positioning of a display:

Receptionist, salon manager/owner, tutor/lecturer, magazines.

Planning of a display:

Purpose of the display – make you stop and look, eye-catching, colourful, shocking, breathtaking, thought provoking, promotion of service/product.

Target audience – existing, new clients, stylists, passers-by.

Members of staff involved – salon owner, manager, senior stylist, technician, sales representatives.

Meetings to decide – plan, designs, mood board, quantity being displayed, timescale for stock orders, knowledge of promotional items, length of time of the display (short/long term), lighting, likely implications (cost, time, stock, resources, space, possibilities of theft).

Positioning of display: Create the most impact, inside/outside salon, visually eye-catching, locations (window, reception area, salon area, work stations, on the wall, TV screens, fixed glass cabinet, shelving), security, lockable.

How to create a display:

Where – focal point, placement of items, pleasing to the eye, eye-catching, eye to be drawn to centre of display.

Theme for your display – new product, time of year (Christmas, Easter, summer holiday), public occasion, money-off promotion.

Other resources used to enhance a display – paper, card, tissue paper, ribbon, cotton/string, material, textiles, objects, props, accessories, promotional literature (leaflets, posters).

Safety requirements when creating a display – do not overstretch, correct use of step ladder, ask for assistance for heavy items.

Maintenance of the display: Keep clean, tidy, re-stock, report problems, report faulty products/equipment/theft.

Factors to take into consideration: Time taken to create display (appropriate/ideal time to create display), cost of products/accessories, area available, the impact it will have, benefits to the salon, available stock supplies to sell.

Salon health and safety: Health and safety at work, control of substances hazardous to health, reporting of injuries, diseases and dangerous occurrences, personal protective equipment, electricity at work, manual handling, supply of goods and services, trade description, data protection, employers' liability (compulsory insurance), occupiers' liability, local bye-laws (set by council), salon rules, code of conduct, observance by all staff.



Outcome 1: Be able to create and maintain a retail display (continued)

Suitable products/stock for retail displays:

Beauty salon – selection of make-up (eye shadows, mascaras, blushers, face powders), make-up brushes, beauty accessories, range of beauty creams/oils, range of nail varnish, treatment packages, gift sets.

Hairdressing and barbering salons – range of shampoos and conditioners, intensive conditioning treatments, styling products (mousse, gel, serum, styling crème, wax, oil, protective sprays), finishing products (hair spray, gel spray, shine spray), excess stock, gift sets, hair accessories, small jewellery.

Procedure for reporting stock shortages: Regular stock checks, awareness of theft possibilities, informing salon manager/stock manager, report shortages immediately.

How to follow safe and hygienic working practices:

Maintaining a safe salon – clean, tidy, safe standards of working, remove spillages, report slippery surfaces, remove/report obstacles, clear access to trolleys and equipment, clean/sterilise/disinfect tools, equipment and work surfaces, no smoking, eating, drinking or drugs in salon, professional personal hygiene.

Personal protective equipment – wear protective equipment, avoid latex, powdered gloves, apron.

Electricity at work – visual check of equipment, no trailing wires, portable appliance testing.

Manual handling – moving stock safely, lifting, working heights, unpacking.

Towels – wash regularly, clean for every client, place dirty towels in covered bin.

Reporting of injuries, diseases and dangerous occurrences – accident book, reporting diseases, log accidents.

Control of substances hazardous to health – store, handle, use, disposal, replace lids, ventilation for vapour and dust, avoid over-exposure to chemicals, use manufacturer's instructions for use.

Disposal of waste – sharps box, closed top bin, dilute chemicals with running water, environmental protection, salon policies for hazardous waste, single use items, recycle empties.

Product storage – check end date/packaging, store away from heat/damp/direct sunlight, empties, avoid theft.

Notes

Use this area for notes and diagrams