<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Food and Beverage Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSC</td>
<td>Food and Beverage Visual Merchandising Presentation</td>
</tr>
<tr>
<td>TSC Description</td>
<td>Plan, set up and maintain displays</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FSS-FBS-2009-1.1</td>
<td>FSS-FBS-3009-1.1</td>
<td>FSS-FBS-3009-1.1</td>
<td>&lt;Insert TSC Code&gt;</td>
<td>&lt;Insert TSC Code&gt;</td>
<td>&lt;Insert TSC Code&gt;</td>
</tr>
<tr>
<td>Carry out construction and maintenance of displays to achieve optimal visual impact with minimum disruption to customer service</td>
<td>Monitor the construction and maintenance of displays to achieve balance and visual impact according to visual merchandising standards and requirements</td>
<td>Establish standards and checklist to ensure displays accurately depict products or services promoted</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Knowledge

- Principles of visual displays and merchandise presentation
- Procedures for safe use of tools, equipment and materials used in visual merchandising displays
- Principles of maintaining display areas
- Processes of product labelling and pricing
- Maintenance guidelines including security, safety, housekeeping and hygiene for display
- Types of display units
- Methods and tools to clean the display
- Procedures of dismantling of displays

- Principles of visual displays
- Types of store formats and store layouts
- Applications of merchandise rotation and replenishment
- Quantitative measurements to assess effectiveness of merchandise presentations and visual displays

- Principles of visual displays
- Resources required to implement visual merchandising plans
- Consideration factors in planning displays
- Methods of space planning

### Abilities

- Prepare display areas, fixtures and display units in accordance with merchandise presentation standards and visual display guidelines
- Arrange displays according to layout specifications

- Monitor execution of visual display activities according to merchandise presentation standards and visual display guidelines
- Monitor store layouts in alignment to brand guidelines

- Source for required resources for display
- Outline project objectives and target audience
- Manage space planning processes
- Establish housekeeping and safety standards to support merchandise presentation standards

©SkillsFuture Singapore
Effective Date: August 2020, Version 1.1
<table>
<thead>
<tr>
<th>Maintain cleanliness and visual appeal of displays</th>
<th>Apply quantitative measurements to assess effectiveness of merchandise presentations and visual displays</th>
<th>and visual display guidelines</th>
<th>Develop store checklists for merchandise presentation standards and visual display guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dismantle display appropriately</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

• Maintain cleanliness and visual appeal of displays
• Dismantle display appropriately

• Apply quantitative measurements to assess effectiveness of merchandise presentations and visual displays
• Develop store checklists for merchandise presentation standards and visual display guidelines