

**SKILLS FRAMEWORK FOR RETAIL
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Visual Display and Space Optimisation					
TSC	Point-Of-Purchase Marketing					
TSC Description	Formulate in-store optimal offer strategies design optimal offer assortments and establish Point-of-Purchase (POP) set-up guidelines and promotion per POP to improve sales closures					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	RET-VDS-1001-1.1	RET-VDS-2001-1.1	RET-VDS-3001-1.1	RET-VDS-4001-1.1		
	Support execution of Point-Of-Purchase (POP) set-up designs and follow established guidelines for promotional displays	Obtain operational information pertaining to POP set-ups in adhering to promotional guidelines and support the creation of promotional displays	Execute POP set-ups based on promotional guidelines and improve visual display to appeal to customers and reflect better of the nature of products and/or services being sold	Design optimal offer assortments, establish POP set-up guidelines and promotion per POP to improve sales closures and manage promotional programs to encourage impulse purchases		
Knowledge	<ul style="list-style-type: none"> Features of space utilisation Methods to optimise effectiveness of displays Safety issues associated with construction and promotional displays 	<ul style="list-style-type: none"> Features of space utilisation Principles of design Techniques of visual merchandising Methods to optimise effectiveness of displays Safety issues associated with construction and promotional displays 	<ul style="list-style-type: none"> Components of in-store designs for retail outlets Features of space utilisation Principles of design Techniques of visual merchandising Methods to optimise effectiveness of displays Safety issues associated with construction and promotional displays Product and/or service knowledge 	<ul style="list-style-type: none"> Components of in-store designs for retail outlets Features of space utilisation Principles of design Techniques of visual merchandising Methods to optimise effectiveness of displays Types of performance metrics Criteria for evaluating the effectiveness of POP marketing Merchandising strategies 		
Abilities	<ul style="list-style-type: none"> Support execution of POP marketing activities Adhere to operational guidelines in setting up POP displays Perform tasks related to the creation of promotional displays 	<ul style="list-style-type: none"> Adhere to operational guidelines in setting up POP displays Contribute to the creation of promotional displays making innovative use of available materials and supplies Support brainstorming of ideas of new promotion displays 	<ul style="list-style-type: none"> Produce POP materials in accordance to elements and principles of design Create displays or stands in a well organised and safe manner Demonstrate display techniques that maximise visual appeal of displays 	<ul style="list-style-type: none"> Determine period and timing of promotions Interpret information about the needs of the target audience and operational aspects of the displays or stands Establish POP product and/or services offer assortments guidelines Establish POP strategies, guidelines and objectives such as up-sell or cross-sell Determine the selection of products that appeal to target customers and POP strategies 		

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				<ul style="list-style-type: none"> • Identify performance metrics to evaluate the effectiveness of POP marketing • Review effectiveness of POP marketing and sales of POP product and/or services 		
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