

SFHOPTR12

Display and merchandise product in an optical practice/store



Overview

This standard covers the planning, setting up and stocking of the spectacle/frame display or other presentation area according to the needs of the practice/store. It also includes labelling of spectacles or other products for display and the basics of stock control for other optical products. Users of this standard will need to ensure that practice reflects up to date information and policies.

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Performance criteria

You must be able to:

Plan a spectacle/frame or other display area

- P1 design the location and stock in accordance with instructions and practice/store policy
- P2 identify the reasons and purpose for the display and establish the availability correctly
- P3 identify the requirements for product and its availability correctly
- P4 identify shortfalls in equipment or product and other problems correctly and take corrective action

Set up and dismantle a spectacle/frame or other display area

You must be able to:

- P5 select and erect the display/fixtures to the correct specification
- P6 identify and deal with any faulty display fixtures/equipment
- P7 use the correct tools/equipment
- P8 set up and dismantle the display safely in the optimum time
- P9 returned to storage excess display/fixtures, construction materials and tools
- P10 after construction ensure the finished display/fixtures are clean and tidy and free from hazards
- P11 carry out the process safely and efficiently with minimum inconvenience to customers and staff

Stock a display area

You must be able to:

- P12 select the correct type and quantity of stock for the practice/store requirements for those products
- P13 examine and reject unsuitable items from the stock and remove any inappropriate/old labels
- P14 deal with rejected items correctly
- P15 display stock in accordance with the layout and the load carrying limitations
- P16 ensure product quality is preserved and protected by using the correct handling techniques
- P17 return excess stock, materials, tools and equipment to the correct location
- P18 use safe lifting and carrying techniques
- P19 keep the display area clean, tidy and free from hazards
- P20 apply stock rotation procedures correctly

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P21 monitor stock levels and conditions and maintain the correct standards

Label the product or fixture

You must be able to:

P22 select the correct product or fixture for labelling and ensure any earlier labels or point of sale material has been removed

P23 select the correct types of label and labelling equipment

P24 use the labelling equipment correctly

P25 ensure the information on the labels is correct

P26 position the labels securely in the correct place so that they are clearly visible and legible

P27 return unused equipment and excess materials to the correct storage location

P28 carry out the process safely and in the optimum time

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Knowledge and understanding

You need to know and understand:

Plan a spectacle/frame or other display area

- K1 purpose of the display: promotional, non-promotional
- K2 reasons for the display: routine conditions, seasonal conditions
- K3 policies regarding presentation
- K4 calculation of space requirements
- K5 planning and organising work within deadlines
- K6 standards and availability of equipment

Set up and dismantle a spectacle/frame or other display area

You need to know and understand:

- K7 the types of display equipment: free standing, fixed
- K8 the types of circumstance for displays: best working conditions, routine working conditions
- K9 basic load bearing capacities for equipment used
- K10 storage location for unused equipment and tools
- K11 safe lifting and carrying techniques
- K12 procedures for dealing with damaged equipment
- K13 responsibilities under the Health and Safety at Work Act

Stock a display area

You need to know and understand:

- K14 the different requirements for stocking: busy or routine situations, outside working hours
- K15 setting up a new display
- K16 maintaining an existing display
- K17 identification of stock unsuitable for display
- K18 practice/store policies regarding rejected stock
- K19 awareness of load carrying limitations
- K20 storage facilities for stock materials, tools and equipment
- K21 responsibilities under the Health and Safety at Work Act

Label the product or fixture

You need to know and understand:

- K22 types of labelling: product information, practice/store information
- K23 the use of the correct label according to the product and the situation
- K24 the use of labelling equipment
- K25 correct storage procedures for equipment and materials

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K26 the implications of incorrect labelling and the legal requirements

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Additional Information

External links

This standard links with the following dimension within the NHS Knowledge and Skills Framework (October 2004):

Dimension: G8 Public relations and marketing

Dimension: G3 Procurement and commissioning

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Developed by	Skills for Health
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Originating organisation	Skills for Health
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Suite	Optical Retailing
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