

Title	Demonstrate knowledge of products and product information in a retail environment		
Level	2	Credits	5

Purpose	<p>This theory-based pre-entry unit standard is for people who are training to work in a retail environment and includes a basic understanding of product information.</p> <p>People credited with this unit standard are able to: demonstrate knowledge of product information and products in a retail environment.</p>
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Classification	Retail, Distribution, and Sales > Retail and Distribution Core Skills
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Available grade	Achieved
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Guidance Information

1 Definitions

Benefits – the value the customer places on features of goods regardless of the price. Benefits can be anything the customer defines as of value and may or may not be features of the particular goods.

Customer – the recipient of goods and/or services and includes internal or external customers.

Features – characteristics of the goods, examples of which are country of origin, material, brand, manufacturer, price, style, colour, size, service components, costs, location, timeframes, contingency measures, manufacturing process.

Retail environment – workplaces where the primary focus is on customers purchasing goods or services.

Workplace procedures refer to applicable procedures found in the following: workplace performance guidelines and standards; manufacturer’s procedures and specifications; Government and local body legislation.

2 Legislation relevant to this unit standard includes but is not limited to: Credit Contracts and Consumer Finance Act 2003, Consumer Guarantees Act 1993, Fair Trading Act 1986, Food Act 2014, Hazardous Substances and New Organisms Act 1996, Health and Safety at Work Act 2015, Contract and Commercial Law Act 2017, Sale and Supply of Alcohol Act 2012, Smoke-free Environments Act 1990, Weights and Measures Act 1987.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of product information in a retail environment.

Performance criteria

- 1.1 Potential sources of information on products are identified in terms of workplace procedures.
- Range sources of information may include but are not limited to – leaflets, catalogues, websites, product packaging, magazines, specified persons, manufacturer, competitors, attending seminars, workplace training; evidence is required of three examples.
- 1.2 Process for maintaining product knowledge is described in terms of workplace procedures.
- 1.3 Customer enquiries for product knowledge are identified and described in terms of their type.
- Range evidence is required of two customer enquiries.

Outcome 2

Demonstrate knowledge of products in a retail environment.

Range evidence is required of two products.

Performance criteria

- 2.1 Products are identified and described in terms of their origin, brand, and availability.
- 2.2 Product options are identified and described in terms of their specific features.
- 2.3 Product features are matched to customer needs in terms of the benefits for the customer.
- 2.4 Value-added or co-products are identified and described in terms of their relationship to the product being offered.
- 2.5 Sales, discounts or promotions are identified and described in terms of their impact on the price.
- 2.6 Any legislative considerations or environmental conditions related to the products are identified and described in terms of legislative requirements or workplace procedures.

Replacement information	This unit standard replaced unit standard 19583.
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Planned review date	31 December 2027
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	21 May 2015	31 December 2021
Review	2	8 December 2016	31 December 2021
Revision	3	29 March 2018	31 December 2024
Review	4	2 March 2023	N/A

Consent and Moderation Requirements (CMR) reference	0112
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council qualifications@ringahora.nz if you wish to suggest changes to the content of this unit standard.