

Title	Create window displays in a retail or distribution environment		
Level	3	Credits	3

Purpose	People credited with this unit standard are able to create window displays in a retail or distribution environment.
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Classification	Retail, Distribution, and Sales > Merchandising and Marketing
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Available grade	Achieved
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Guidance Information

- 1 All tasks are to be carried out in accordance with organisational procedures, the organisation being the enterprise carrying out the work, or delivering the service.
- 2 Legislation relevant to this unit standard includes but is not limited to: Consumer Guarantees Act 1993, Fair Trading Act 1986, Contract and Commercial Law Act 2017, Health and Safety at Work Act 2015.
- 3 Definitions
Distribution environment refers to a workplace where the primary focus is on storage and distribution of stock.
Organisational procedures referred to in this unit standard may include but are not limited to the applicable procedures found in the following: organisational performance guidelines and standards; Government and local body legislation.
Retail environment refers to workplaces where the primary focus is on customers purchasing goods or services.
- 4 Evidence is required for two window displays for different types of goods.

Outcomes and performance criteria

Outcome 1

Create window displays in a retail or distribution environment.

Performance criteria

- 1.1 Types of window display are described.

Range	may include but is not limited to – traditional, contemporary, special event, promotion.
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- 1.2 A display pattern consistent with type of goods and window is selected.
- Range may include but is not limited to – horizontal, vertical, triangle, circle, curve, diagonal, rectangle, pyramid, radiation, overlap, graduation, dominance, grouping.
- 1.3 Display is set up showing use of design principles.
- Range may include but is not limited to – balance, rhythm, proportion, symmetry, asymmetry, repetition, colour, alternation, progression, positioning, street appeal.
- 1.4 Accessories used complement display design.
- Range may include but is not limited to – posters, promotional materials, related products, risers, props, videos, audios, window dressing, lighting.
- 1.5 Special requirements of displayed goods are met.
- Range may include but are not limited to – perishability, security, dangerous goods, legislative requirements.
- 1.6 Display condition is monitored and maintained.
- 1.7 Safety and security procedures for installation and maintenance of display are followed.

Planned review date	31 December 2021
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	17 June 1993	31 December 2018
Review	2	20 November 2006	31 December 2018
Review	3	8 December 2016	31 December 2021
Revision	4	29 March 2018	N/A

Consent and Moderation Requirements (CMR) reference	0225
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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 ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.