

<b>Title</b>	<b>Create in-store displays in a retail environment</b>		
<b>Level</b>	<b>3</b>	<b>Credits</b>	<b>3</b>

<b>Purpose</b>	People credited with this unit standard are able to create in-store displays in a retail environment.
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<b>Classification</b>	Retail, Distribution, and Sales > Merchandising and Marketing
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<b>Available grade</b>	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  
*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 in-store displays.

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### Outcomes and performance criteria

#### Outcome 1

Create in-store displays in a retail environment.

#### Performance criteria

- 1.1 Types of in-store display are described.

Range	may include but are not limited to – open, closed, counter top, architectural, ledges, showcase and cabinets, wall space, assortment, ensemble and idea displays, tumble bins.
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1.2 A display pattern consistent with type of goods and location of display is selected.

Range may include but is not limited to – horizontal, vertical, triangular, circular, curved, diagonal, rectangular, pyramidal, radial, overlapping, graduated, using dominance, using grouping.

1.3 Display is set up showing use of design principles in accordance with organisational procedures.

Range may include but is not limited to – balance, rhythm, proportion, symmetry, asymmetry, repetition, colour.

1.4 Display design is complemented by accessories.

Range may include but is not limited to – posters, promotional materials, related products, risers, props, videos, audios.

1.5 Contrast and focus is provided with lighting.

1.6 Condition of display and displayed goods is monitored and maintained.

Range special requirements of displayed goods may include but are not limited to – perishability, security, dangerous goods, legislative requirements.

1.7 Safety and security procedures for installation and maintenance of display are adhered to.

<b>Planned review date</b>	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	26 November 2003	31 December 2018
Review	3	8 December 2016	31 December 2021
Revision	4	29 March 2018	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	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](mailto:qualifications@ServicelQ.org.nz) if you wish to suggest changes to the content of this unit standard.