Open Awards Qualification Unit

This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Assist in the Assembly and Presentation of Visual Merchandising Displays
Unit Reference Number:	F/615/8657
Level:	Level 1
Credit Value:	4
Minimum GLH:	36

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Know the purpose of visual merchandising	1.1 State how visual merchandising can increase sales
	1.2 Describe how visual merchandising displays can be used to promote seasonal sales
2. Know about different in-store displays	2.1 Identify different in-store displays used in the retail environment
	2.2 State why retailers choose different displays for different products or purposes
3. Know about store layout	3.1 Outline the importance of store layout to customers and retailers
	3.2 Give reasons why retailers with multiple outlets adopt the same layout in all their stores
4. Know the importance of following company guidelines to assemble displays and display products	4.1 Outline the importance of following company guidelines or instructions to assemble in-store displays
	4.2 Outline the importance of following company guidelines for displaying products
5. Be able to assist in the assembly of visual merchandising displays	5.1 Follow instructions to collect the resources needed to assemble commonly-used displays

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		5.2	Assist an experienced colleague to assemble displays correctly
6.	Be able to display products to maximise impact on the customer	6.1	Position given products on a display to maximise impact on the customer and according to guidelines

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