## SKILLS FRAMEWORK FOR RETAIL
### TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT

### TSC Category
Visual Display and Space Optimisation

### TSC
Point-Of-Purchase Marketing

### TSC Description
Formulate in-store optimal offer strategies design optimal offer assortments and establish Point-of-Purchase (POP) set-up guidelines and promotion per POP to improve sales closures

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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</thead>
<tbody>
<tr>
<td>Support execution of Point-Of-Purchase (POP) set-up designs and follow established guidelines for promotional displays</td>
<td>RET-VDS-1001-1.1</td>
<td>RET-VDS-2001-1.1</td>
<td>RET-VDS-3001-1.1</td>
<td>RET-VDS-4001-1.1</td>
<td>Design optimal offer assortments, establish POP set-up guidelines and promotion per POP to improve sales closures and manage promotional programs to encourage impulse purchases</td>
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</tbody>
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### Knowledge
- Features of space utilisation
- Methods to optimise effectiveness of displays
- Safety issues associated with construction and promotional displays
- Components of in-store designs for retail outlets
- Features of space utilisation
- Principles of design
- Techniques of visual merchandising
- Methods to optimise effectiveness of displays
- Safety issues associated with construction and promotional displays
- Criteria for evaluating the effectiveness of POP marketing
- Types of performance metrics

### Abilities
- Support execution of POP marketing activities
- Adhere to operational guidelines in setting up POP displays
- Perform tasks related to the creation of promotional displays
- Adhere to operational guidelines in setting up POP displays
- Contribute to the creation of promotional displays making innovative use of available materials and supplies
- Support brainstorming of ideas of new promotion displays
- Create displays or stands in a well organised and safe manner
- Demonstrate display techniques that maximise visual appeal of displays
- Determine period and timing of promotions
- Interpret information about the needs of the target audience and operational aspects of the displays or stands
- Establish POP product and/or services offer assortments guidelines
- Establish POP strategies, guidelines and objectives such as up-sell or cross-sell
- Determine the selection of products that appeal to target customers and POP strategies
| • Identify performance metrics to evaluate the effectiveness of POP marketing |  |
| • Review effectiveness of POP marketing and sales of POP product and/or services |  |