

Domain**HAIRDRESSING****Title: Display, promote and sell products as part of salon operations****Level: 2****Credits: 4****Purpose**

This unit standard is intended for those who display, promote and sell products as part of salon operations. People credited with this unit standard are able to set out and display products, promote products to new and existing clients, sell products to achieve target and stock movement.

This unit standard is intended for those who work as Hairdressers

Special Notes

1. Entry information:

Prerequisite

- Unit 1157 - *Demonstrate basic knowledge of workplace health and safety*

2. Assessment evidence may be collected from a real workplace or a simulated workplace or an appropriate simulated environment in which hairdressing operations are carried out.

3. All procedures associated with the use of tools, equipment and products shall comply with manufacturers' specifications and/or workplace guidelines and instructions.

4. Glossary of terms:

- '*Specifications*' refers to any, or all of the following: manufacturers' product instructions and recommendations, workplace specific requirements.
- '*Display*' refers to the setting out of products in a prominent place in order to be readily seen by the customers.
- '*Promote*' refers to raising customers awareness of products or brand, generating sales and creating brand loyalty.
- '*Salon product*' refers to an article or substance that is manufactured or refined for sale.

5. Performance of all elements in this unit standard must comply with industry standards.

6. Regulations and legislation relevant to this unit standard include the following:

- Labour Act, No. 11, 2007
- Occupational Health and Safety Regulations No. 18, 1997 and all subsequent amendments.

7. This unit standard applies to all type of hairs and range of people from different social, cultural or ethnic backgrounds.

Quality Assurance Requirements

This unit standard and others within this subfield may be awarded by institutions which meet the accreditation requirements set by the Namibia Qualifications Authority and the Namibia Training Authority and which comply with the national assessment and moderation requirements. Details of specific accreditation requirements and the national assessment arrangements are available from the Namibia Qualifications Authority and the Namibia Training Authority on www.nta.com.na

Elements and Performance Criteria

Element 1: Set out and display products

Range

Display areas/shelves include but are not limited to display cases, wall shelves and supplier merchandise stands.

Performance Criteria

- 1.1 Procedures and information required for setting out and displaying products are identified and supplied in line with workplace procedures.
- 1.2 Display areas and shelves are cleaned and prepared for products.
- 1.3 Products are placed on display in a neat and professional manner.
- 1.4 Products are labelled with selling price.

Element 2: Promote products to new and existing clients

Range

Promotional materials include but are not limited to display board, wall and window posters, banners and sale signs.

Performance Criteria

- 2.1 Procedures and information required for promoting products to new and existing clients are identified and supplied in line with workplace procedures.
- 2.2 Products are promoted with manufactures promotional boards/flyers and discount end price.
- 2.3 Own products being promoted are advertised in line with workplace procedures.

Element 3: Sell products to achieve target and stock movement

Performance Criteria

- 3.1 Procedures and information required for selling products to achieve target and stock movement are identified and sourced in line with workplace procedures.

- 3.2 Sale targets for products are obtained to meet workplace requirements.
- 3.3 Products are sold to new and existing clients to achieve target and records are kept of all sales to be measure against target.

Registration Data

Subfield:	Cosmetology
Date first registered:	July 2010
Date this version registered:	29 November 2018
Anticipated review:	2023
Body responsible for review:	Namibia Training Authority