

213

Display stock to promote sales in a salon

Clients are demanding more hairdressing products and equipment than ever before. Celebrity endorsement has fuelled a large growth area for hairdressing salons, with retail displays at the forefront of the salon. The display reflects the professional image of the salon, as well as playing a vital role in delivering sales. Within this unit you will gain an understanding of the main legal requirements affecting retail displays. You will learn how to display stock to attract clients and retail sales, and the importance of maintaining the display to achieve its maximum potential.

Assignment mark sheet

Unit 213 Display stock to promote sales in a salon

Your assessor will mark you on each of the practical tasks in this unit. This page is used to work out your overall grade for the unit. You must pass **all** parts of the tasks to be able to claim a grade. For each completed practical task, a pass equals 1 point, a merit equals 2 points and a distinction equals 3 points.

What you must know

Task 1a: produce a display design plan

Or tick if covered by an online test

Tick when complete

What you must do

Task 2: select materials and display stock

Grade

Points

Overall grade

Candidate name:

Candidate signature:

Date:

Assessor signature:

Date:

Quality assurance co-ordinator signature
(where applicable):

Date:

External Verifier signature
(where applicable):

Date:



What does it mean?

Some useful words are explained below

Consumer Protection Act

A law that protects clients from unsafe products.

Consumer and retail legislation

The different Acts in place are to protect the client, for example the Trade Descriptions Act, the Prices Act, the Sale and Supply of Goods Act, the Consumer Protection Act, the Consumer Safety Act, and the Data Protection Act.

Data Protection Act

Legislation designed to protect clients' right to privacy and confidentiality.

Health and safety legislation

Laws in place to protect people, which must be followed at all times.

Legal requirements

The rules and systems that must be adhered to by law.

Manufacturer's instructions

Explicit guidance by manufacturers or suppliers on the storage, handling, use and disposal of products, tools and equipment.

Prices Act

A law that prevents any false information being given to the client.

Sale and Supply of Goods Act

As a seller, you must ensure that the goods you sell are of satisfactory quality, fit for purpose and do anything you claim they can do.

Stock rotation

Placing new stock at the back of shelves, bringing the old stock forward to use first.

Trade Descriptions Act

The law stating that products should not falsely or misleadingly describe quality, fitness, price or purpose, by advertisements, displays or description.



Be the next ...
Barrie Stephen



Barrie Stephen is a hairdressing entrepreneur, with four successful salons, and is renowned for his forward-thinking business acumen, innovations and ideas.

Barrie's advice to you is under the blue quote marks in this unit.

What you must know

You must be able to:

- 1 State the purpose of a display
- 2 List the type of information required in order to plan a display effectively
- 3 State how the location and design of the display can attract attention and increase sales
- 4 Describe how the location and design-related promotional materials can influence the effectiveness
- 5 Describe safety considerations when assembling a display
- 6 Describe the maintenance needs of a promotional display
- 7 Outline the safety considerations when dismantling a display, disposing of materials and returning stock to storage
- 8 Explain the key legal requirements affecting the display and sales of goods

Revision tip

It is important to display products away from direct sunlight.



Look at the product displays in different salons, and consider whether you think they are effective, and why.



By lighting products behind reception, you can draw in the customer's eye.



Keep the salon lit at all times, so people can see the interior and products even when you're closed.



Clean retail displays and products daily to remove any dust; otherwise you'll lose sales.



If your salon offers beauty therapy services, display and promote beauty therapy products where possible.

Displays



Arranging stock neatly will benefit both you and the client.



Think carefully about the use of colour in your displays.

Image courtesy of Paul Mitchell

Image courtesy of Paul Mitchell (right)

Image courtesy of Walsall College (left)



Before assembling a display, choose where you're putting it carefully, ensuring you don't block walkways or exits.

Must stock



You need to be able to pick up any product from the display, and know its benefits straightaway!

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Don't go overboard: you don't want products to be shouting at the client from every corner of the salon.

What you must do

Practical observations

This page shows what you need to do during your practical task. You can look at it beforehand, but you're **not** allowed to have it with you while carrying out your practical task. You must achieve **all** the criteria; you can achieve 1 mark, 2 marks or 3 marks for the criteria indicated with *.

Conversion chart

Grade	Marks
Pass	7
Merit	8–9
Distinction	10–11

- 1 Prepare the display area *
- 2 Select materials, equipment and stock to use
- 3 Determine the location of the display to maximise its impact
- 4 Assemble the display carefully and safely
- 5 Label the displayed products clearly, accurately and in a manner consistent with legal requirements *
- 6 Maintain the display area for the duration of the display period
- 7 Dismantle the display, restore the area and return stock to storage

Display stock		
1	2	3
1		
1		
1		
1	2	3
1		
1		
Totals		
Grade		
Candidate signature and date		
Assessor signature and date		

What you must do

Practical observations descriptors table

This table shows what you need to do to achieve 1, 2 or 3 marks for the criteria indicated with * on the previous page.

	1 mark	2 marks	3 marks
1 Prepare the display area	Applies basic design principles	Applies good design principles. Good use of colour. Interesting and attractive display	Applies excellent design principles. Creative use of colour and materials. Eye-catching and effective display
5 Label the displayed products clearly, accurately and in a manner consistent with legal requirements	Uses basic labelling techniques. Provides basic information. Legal requirements are met	Uses good, clear labelling techniques. Provides some additional information to attract interest	Uses high-quality, eye-catching labelling. Provides all relevant information to generate interest and enquiries. Display has significant impact in the location



Change the retail sections regularly, to keep stock looking fresh and new, which will secure the customer's attention.

Comment form

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This form can be used to record comments by you, your client, or your assessor.



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Retailing is an art form. It's vital to make your retail displays attractive to clients.

Image courtesy of iStockphoto.com/lissart



Image courtesy of Errol Douglas MBE