Student Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



**Homework: Display stock to promote sales in a salon - UV20490**

**INSTRUCTIONS TO LEARNERS:**

* You must write only in blue or black ink
* Answer all questions by marking an “**X**” in the appropriate box
* Please mark **ONE** answer
* Each question carries one mark
* This homework must be completed and handed in to your tutor or assessor or emailed directly to enrol@fingertipsandbeauty.com

**ADVICE TO LEARNERS:**

* Read each question carefully and answer all questions.
* Questions may be attempted in any order

**Outcome 1**

**Be able to prepare a display area**

**e) State the purpose of the display.**

1. To show the local authorities which products and stock are used for treatments within the salon
2. So that staff know where to find the products and stock used for treatments within the salon.
3. To avoid leaving window display areas empty.
4. To display products and stock that are available for customers to purchase

**f) List the type of information required in order to plan the display effectively.**

1. The purpose of the display, the target audience, the length of promotion, price of promotion, any relevant public holidays, which colours to use, use of lighting.
2. Whether the client has any contra-indications or medical history.
3. Whether the client has been recommended to the salon or is a new customer.
4. You will always require local authority planning permission to create stock and promotional displays within the salon.

**g) State how the location and design of a display can attract attention and increase sales.**

1. Always create displays right at the back of the salon so that clients find it hard to see it. This will increase serious sales as only clients who are truly observant will benefit.
2. Use darker colours and bland displays to blend into the shop window, clients’ avoid eye catching displays.
3. Always use bright, eye catching colours, font and lighting and a prime window location so that the display can attract client attention easily.
4. Ensure displays are created and displayed only in staff rooms so that staff members don’t become overwhelmed with too many clients attracted by the promotion.

**h) Describe how the location and design of related promotional materials can influence the effectiveness of a display.**

1. Use darker colours and bland displays to blend into the shop window, clients’ avoid eye catching displays.
2. Always create displays right at the back of the salon so that clients find it hard to see it. This will increase serious sales as only clients who are truly observant will benefit.
3. Ensure displays are created and displayed only in staff rooms so that staff members don’t become overwhelmed with too many clients attracted by the promotion.
4. Always use bright, eye catching colours, font and lighting and a prime window location so that the display can attract client attention easily.

**i) Describe safety considerations when assembling a display.**

1. Consider: health and safety precautions, control of substances hazardous to health (COSHH), clear pathways, clear fire exits, electricity at work regulations, manual handling etc.
2. Consider: contra-indications, client care and communication, contra-actions, aftercare advice etc.
3. Consider: eye catching colours, easy-to-read font, launch days, the frequency of the promotional display etc.

**Outcome 2**

**Be able to maintain and dismantle a display area**

**c) Describe the maintenance needs of a promotional display.**

1. Never clean or dust the display, or restock products. Once it has been assembled, the display should remain until the promotion ends or all products are sold.
2. Keep clean, tidy, restock, report problems, report faulty products/equipment/theft.
3. A promotional display should be kept in a prominent position and in rotation even after the promotion end date to encourage customers to ensure that the salon stays busy.
4. Ensure that clients are always provided with tea, coffee and refreshments, clients will be relaxed and have the time to notice your display.

**d) Outline the safety considerations when dismantling a display disposing of materials and returning stock to storage.**

1. Dismantle the display during salon operation hours while clients are present, and throw away any stock, materials and equipment that has not been sold once the promotional period has ended. Never recycle unused stock.
2. Disassemble display/products, check resources for tampering, clean packaging, return resources to stock, update stock sheets, return materials/equipment to relevant people/department, store for re-use, recycle if possible.
3. Always re-use single use items to achieve the maximum value of each product/ material used and displayed. Only return stock to storage if it has been found to be faulty.
4. Consider any contra-indications, client care and communication, contra-actions, aftercare advice etc.

**e) Explain the key legal requirements affecting a display and the sale of goods.**

1. The Employment Act, Special Treatments License, Professional Indemnity Insurance, Personal Protective Equipment (PPE).
2. The Sale of Goods Act, the supply of goods and services, goods must be in a faulty non-saleable condition, not fit for purpose and loosely described, the person or trader providing a service must charge a higher price than all direct competitors, provide the service within a unreasonable time, with great care and skill.
3. The Sale of Goods Act, the supply of goods and services, goods must be in a saleable condition, fit for purpose and not faulty, and as described, the person or trader providing a service must charge a reasonable price, provide the service within a reasonable time, with care and skill.

***TO BE COMPLETED BY MARKING ASSESSOR***

***ASSESSOR INITIALS:***

***ORAL QUESTIONING: Additional Comments:***

***PLEASE RE-SUBMIT:***

***RE-SUBMISSION RECEIVED:***