

Domain**HAIRDRESSING****Title:****Promote retailing in a hairdressing environment****Level: 4****Credits: 8****Purpose**

This unit standard specifies the competencies required to promote retailing in a hairdressing environment. It includes describing marketing and/or retailing application in hairdressing industry, describing the role players in the hairdressing industry, demonstrating marketing techniques and marketing hairdressing products and services. This unit standard is intended for those who work as hairdressers.

Special Notes

1. Entry information:

Prerequisite

- Unit 632 – *Apply personal health and safety routines in a hairdressing salon environment* or demonstrated equivalent knowledge and skills.

2. Assessment evidence may be collected from a real workplace or a simulated real workplace or an appropriate simulated realistic 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:
 - '*professional manner*' refers to ethical standards, commitment to service, personal and interpersonal skills, body language, tone of voice, posture and personal appearance.
 - '*specifications*' refers to any, or all of the following: manufacturers' product instructions and recommendations, workplace specific requirements.
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: Describe marketing and/or retailing application in hairdressing industry

Performance criteria

- 1.1 The purpose of retailing for hairdressers is described within the scope of the hairdressing industry.
- 1.2 The main components of retailing for hairdresser are described.
- 1.3 The various means of advertising are explained giving example of each.
- 1.4 Methods of selling products to clients are identified and explained.
- 1.5 The relationship between the supplier and the hairdressers is described.

Element 2: Describe the role players in the hairdressing industry

Performance Criteria

- 2.1 The stakeholders in the hairdressing industry are identified with examples of all stakeholders.
- 2.2 The components of hairdressing industry are described in terms of what it is and how it works.
- 2.3 The responsibilities of the hairdressers within industry are explained.
- 2.4 The consequences of poor relationships between the role players are described.

Element 3: Demonstrate marketing techniques

Performance Criteria

- 3.1 Opportunities whereby additional services could be offered to clients are identified and described.
- 3.2 The benefits of retail goods sold in the salon are explained.
- 3.3 Different ways of questioning the client to obtain information are demonstrated.
- 3.4 Different display techniques are demonstrated.

Element 4: Marketing hairdressing products and services

Performance Criteria

- 4.1 A confident and positive manner is demonstrated while marketing the products and services.
- 4.2 Clear, simple language is used during marketing.
- 4.3 In-depth knowledge of products and services is demonstrated and explained.
- 4.4 Procedures in the use of products are explained and in line with manufactures specifications.
- 4.5 The handling and presentation of products are done in a professional manner.
- 4.6 Different marketing approaches are demonstrated.

Element 5: Research and budget for equipment and products

Performance Criteria

- 5.1 Colour scheme and layout for a basic salon is planned.
- 5.2 A budget for all necessary equipment to start up a salon is researched and formulated.
- 5.3 A budget for all necessary retail products to start up a salon is researched and formulated.
- 5.4 Future client's accessibility based on cultural and disability factors is planned for.
- 5.5 Municipal restrictions on the trade are assessed.
- 5.6 Rental contracts pitfalls are identified.

Element 6: Research and plan for branding

Performance Criteria

- 6.1 A salon brand is formulated for optimum impact on target market.
- 6.2 Quotations for signage, service menus for the shop and shop window and business cards is acquired.
- 6.3 Ideas for advertising are investigated.
- 6.4 Costs and logistics of connecting a telephone and answering service for a business are evaluated.
- 6.5 Time, cost and procedures involved in connecting water and electricity in municipality are assessed.

Registration Data

Subfield:	Beauty Services
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