Test Project

Competitor Instructions Day 1

Retail Sales

Submitted by:
Róisín Woods – IBEC, Independent Test Project Designer
Darren Gavin - Mayo, Sligo and Leitrim Education and Training Board, Independent Test Project Designer
Jessica Martin - Mayo, Sligo and Leitrim Education and Training Board, Independent Test Project Designer

Linda Johansen-James - International Retail Group, Indpendent Test Project Validator

WSC2026_TP43_en

Contents

Scenario 3
Module C1.1: Store Set Up 3
Module C1.2: Customer Visit 4
Module C1.3: Customer Visits 5
Module C1.4 Admin -Store Photos 6
End of Day 1 Objective 6

© WorldSkills International

Scenario

You are employed as a Retail Sales Assistant at **Best for Baby**, a specialist retailer offering a range of products for babies, young children, and parents.

Today is an important day for the business as the store prepares to welcome customers. Throughout the day, you will be responsible for preparing the retail environment, engaging with customers, and delivering a high standard of customer service and sales support.

You will complete three separate modules. Each module will be assessed independently.

Module C1.1: Store Set Up

Time Allocated

3 Hours 30 minutes

Task

The store will officially open to customers at **2:00 p.m.** today.

You are required to prepare the sales floor before opening by unpacking stock and creating attractive product displays using the fixtures provided.

Products, stock lists, pricing materials, and display props will be available at your workstation.

Requirements

You must:

- Check all products against the stock list provided.
- Ensure all products are correctly priced.
- Create displays using:
    - Sales counter/table
    - Shelf display
    - Mannequin
    - Hanging rail
- Ensure products are presented professionally and safely.
- Keep the display area clean and organized.
- Use props and merchandising materials creatively.
- Account for all stock provided.

© WorldSkills International

Considerations

Your display should demonstrate:

- Visual impact
- Product accessibility
- Clear organization
- Effective product grouping
- Promotional appeal
- Creativity
- Depth and balance
- An effective focal point or eye-catcher
- Commercial awareness

Module C1.2: Customer Visit

Time allocated

10 Minutes

Participants

- Competitor
- Customer Actor (Ethan)

Scenario

While preparing the store, a customer enters and wishes to purchase a gift.

Unfortunately, the store is not yet open, and sales cannot be processed until 2:00 p.m.

Task

You must:

- Welcome the customer professionally.
- Determine the customer's needs.
- Listen carefully to the request.
- Explain the store situation clearly and professionally.
- Offer an appropriate alternative solution where possible.
- Maintain a positive customer experience.

© WorldSkills International

Module C1.3: Customer Visits

Time allocated

15 Minutes

Participants

- Competitor
- Three Customer Actors

Scenario

Following the store opening, several customers visit Best for Baby to browse the store and seek advice on products.

The customers have different needs and may require information, recommendations, and assistance before making purchasing decisions.

Task

You must:

- Welcome each customer appropriately.
- Engage positively and professionally.
- Identify customer needs through effective questioning.
- Provide accurate product information.
- Recommend suitable products.
- Demonstrate knowledge of the product range.
- Deliver a positive shopping experience.

Competitor Expectations

Throughout all activities you should:

- Demonstrate professional retail behaviour.
- Maintain a positive attitude.
- Communicate clearly and confidently.
- Work safely and efficiently.
- Manage your time effectively.
- Maintain a clean and organized work area.
- Deliver excellent customer service.
- Follow all competition instructions.

***The following module will not be included in the Test Project. The title of the email will be included in the Marking Sheet so the Marking team may refer to it. ***

© WorldSkills International

Module C1.4 Admin -Store Photos

Module Overview

The Regional Manager requests photos of the complete store set up to be emailed within a particular timeframe.

End of Day 1 Objective

By the end of Competition day 1, Competitors should demonstrate their ability to:

- Prepare a retail environment to a commercial standard.
- Apply visual merchandising principles effectively.
- Deliver excellent customer service.
- Communicate professionally with customers.
- Recommend products based on customer needs.
- Represent the Best for Baby brand professionally.

Good Luck! We wish you every success in the competition. 🏷️⏳

© WorldSkills International