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**INDUSTRY STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

SB/T 10510-2008

**Commodity display consultant technology requirements
(English Translation)**

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Foreword

Appendix A and Appendix B of this standard are informative annexes.

This standard is proposed and managed by the Ministry of Commerce of the People's Republic of China.

This standard was drafted. Commercial Technology Quality Center, Beijing Lanjingqi Cultural Development Co., Ltd., Beijing Materials College, Huizhou, Guangdong Province Industry school.

1 Scope

This standard specifies the basic quality requirements for merchandise display, merchandisers, classification and classification of merchandisers, and merchandisers (decoration) Class) basic quality requirements, commodity display division (decorative) position ability requirements.

This standard applies to merchandise display and merchandising marketing design service personnel.

2 Terms and definitions

Commercial and technical personnel who carry out purposeful placement and display of goods for the purpose of promoting commodity marketing.

3.1 Product display classification

3.1.1

Displayed by the type and characteristics of the product. Specific content includes but is not limited to.

- Size display requirements. product appearance according to large, medium and small display;
- Color display requirements. merchandise according to monochrome, color grid, printing, color base, silk light, plain flowers, etc.;
- Grade display requirements. goods are listed in the first, second, third grade;
- Marketing display requirements. ordering in order of price;
- Taste display requirements. sweet, sour, spicy, bitter, salty and other displays;
- Variety display requirements. electricity, home appliances, clothing,, food, fresh and other displays.

3.1.2

Display by sales target. Specific content includes but is not limited to.

- Gender requirements;
- Age range requirements;
- Body shape requirements;
- Skin color requirements.

3.1.3

Display according to the raw materials of the products and the use of the products. Specific content includes but is not limited to.

- Materials. synthetic, natural;
- Use. eat, wear, use.

3.1.4

Displayed according to the supplier's product characteristics. Display according to the factory manufacturer and product categories, specifications, colors and quality.

3.1.5

Displayed according to the needs of marketing. Specific content includes but is not limited to.

- Scientific display. the layout of goods is convenient for customers to purchase, the rationality of sales, the rationality of replenishment, and the convenience Rationality of statistics (counting);
- Representation of the display. the characteristics of the goods of the same kind with the counter (face), the characteristics of the main products sold by the counter (surface) Performance; multi-counter (face) product characteristics;

- Systematicity of display. the order of product personality arrangement, the order of price arrangement, and the display of reducing labor intensity;
- Seasonal display. merchandise with spring, summer, autumn and winter characteristics;
- The artistry of the exhibition. the aesthetic expression and texture of the product; the specific performance is. the level should be distinct, the focus should be prominent, the color should be harmonious the environment should be clean.

3.2 Product display methods

3.2.1

Display of the window. display of the window outside the store, display of goods in the shop window;