



Australian Government

SIRRMER010 Style using visual merchandising aids

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to style retail merchandise using visual merchandising aids. It requires the ability to plan, install and style a range of merchandising aids including mannequins, fixtures and props.

This unit applies to visual merchandisers and stylists working in a diverse range of sectors and business contexts. They operate with independence, under limited supervision of others, and within established organisational policies and procedures. They may have responsibility for making a range of creative and operational decisions within the scope of their job role.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Merchandising

Unit Sector

Retail

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Select visual merchandising aids.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1.1. Access and review visual merchandising concept and implementation plans.

1.2. Identify scaling and spatial specifications and constraints that will impact the selection of visual merchandising aids.

1.3. Determine available budget and identify opportunities to create cost-efficiencies and maximise use of resources.

1.4. Select visual merchandising aids that support the visual

merchandising concept.

2. Install visual merchandising aids.

2.1. Source visual merchandising aids and required installation equipment.

2.2. Determine placement and positioning of aids that enhance visual appeal and customer traffic flow.

2.3. Assemble and install visual merchandising aids according to manufacturer's instructions.

2.4. Select appropriate time to install visual merchandising aids that minimises disruption to customers.

2.5. Use safe manual handling techniques and follow organisational work, health and safety procedures to ensure safety of self and others.

3. Style using visual merchandising aids.

3.1. Access merchandise range to be displayed using visual merchandising aids.

3.2. Style fixtures according to concept and with appropriate colour and merchandise themes.

3.3. Style mannequins with appropriate gesturing, outfitting, layering and accessorising to reflect visual merchandising concept.

3.4. Create focal points to direct customer eye-line to specific elements.

3.5. Observe customers and determine effectiveness of visual merchandising aids and styling.

3.6. Adjust positioning of visual merchandising aids and styling techniques to optimise use of space and enhance merchandise display.

4. Dismantle and store merchandising aids.

4.1. Clean visual merchandising aids and identify required repairs.

4.2. Dismantle visual merchandising aids according to manufacturer's instructions and organisational work, health and safety procedures.

4.3. Store visual merchandising aids for reuse in a manner that prevents damage.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria, are listed here, along with a brief context statement.

| SKILLS | DESCRIPTION |
|--------------------|---|
| Reading skills to: | <ul style="list-style-type: none">interpret manufacturer's instructions and visual merchandising- planning documents. |

Unit Mapping Information

No equivalent unit.

Links

Companion Volume Implementation Guides -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>