



**Australian Government**

# **SIRRMER012 Develop retail space and product management plans**

**Release: 1**

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## Modification History

Not applicable.

## Application

This unit describes the performance outcomes, skills and knowledge required to develop retail space and product management plans. It requires the ability to review the productivity of space and product performance to define product placement strategies and layouts that achieve commercial business objectives.

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. Identify space and product management requirements.

### PERFORMANCE CRITERIA

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

1.1. Consult with relevant personnel to identify organisational space and product management requirements.

1.2. Access and review organisational standards and guidelines for space and product management.

1.3. Research trends in retail space and product management to

- inform planning.
- 1.4. Identify and assess factors impacting space and product management planning.
2. Develop space management plan.
- 2.1. Access and review store design plans and dimensional data to determine store features and constraints.
- 2.2. Plan optimal store layout and fixture space.
- 2.3. Identify opportunities to optimise use of space and create efficiencies in customer traffic flow.
- 2.4. Identify opportunities to enhance customer experience and commercial profitability through space management.
- 2.5. Identify potential commercial and customer experience challenges and undertake planning to minimise impact.
- 2.6. Document an accurate, to-scale, space management plan using digital design software.
- 2.7. Ensure space management plan complies with regulatory and work, health and safety requirements.
3. Develop a store product management plan.
- 3.1. Confirm product performance targets, inventory levels, customer profiles and marketing strategies to inform product management plan.
- 3.2. Calculate inventory volumes and capacity of fixtures required to support the display of the merchandise.
- 3.3. Consider product category adjacencies and grouping according to features, price, size and type.
- 3.4. Identify constraints and opportunities impacting management planning.
4. Communicate the space and product management plan.
- 4.1. Develop action plans for the implementation of space and product management plans, including any required dismantling of existing layout.
- 4.2. Present space and product management plan to relevant personnel and make any required adjustments.
- 4.3. Gain approval for space and product management plans.
- 4.4. Communicate implementation plans to relevant personnel and ensure consistent understanding of requirements.

## 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**

- |                       |  |
|-----------------------|--|
| Numeracy skills to:   | <ul style="list-style-type: none"><li>perform numerical calculations to determine the inventory volume and fixture capacity.</li></ul>                       |
| Technology skills to: | <ul style="list-style-type: none"><li>access information, document information and communicate with others using digital technologies and systems.</li></ul> |

**Unit Mapping Information**

No equivalent unit.

**Links**

Companion Volume Implementation Guides -

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