Assessment Requirements for SIRRMER013 Develop visual merchandising guidelines

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- document visual merchandising guidelines for one retail organisation, outlining standards for:
  - branding
  - display installation
  - display maintenance
  - store and display cleaning
  - store recovery
  - lighting maintenance
  - window implementation and maintenance
  - store layout
  - usage of visual merchandising aids
  - safe storage of visual merchandising aids
  - merchandise presentation
  - promotions implementation
  - inventory management
  - pricing and signage installation and storage
  - evaluation criteria
- incorporate the use of written and visual aids in the above visual merchandising guidelines
- use digital design tools to aid the development of visual merchandising guidelines
- monitor implementation of visual merchandising guidelines and take corrective action to respond to implementation issues
- review implementation standards against evaluation criteria and make recommendations for future improvements.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- role of visual merchandising guidelines

- strategies to support the communication and effective implementation of visual merchandising guidelines
- techniques for the achievement of consistency across multiple locations
- key inclusions of visual merchandising guidelines:
  - branding
  - display installation
  - display maintenance
  - cleaning
  - store recovery
  - lighting maintenance
  - window implementation and maintenance
  - store layout
  - usage of visual merchandising aids
  - safe storage of visual merchandising aids
  - merchandise presentation
  - promotions implementation
  - inventory management
  - pricing and signage installation and storage
  - evaluation criteria
- key aspects of internal and external operating environment impacting visual merchandising guideline development
- common challenges associated with the implementation of visual merchandising guidelines and techniques to overcome these
- logical layout and sequencing of visual merchandising guidelines
- presentation formats for visual merchandising guidelines:
  - digital
  - non-digital.

Assessment Conditions

Skills must be demonstrated in a service industries environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- digital design tools
- templates and formats for visual merchandising guidelines.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors, and:

- have worked in a job role for at least two years where they have applied the skills and knowledge within this unit of competency.

Links

Companion Volume Implementation Guides - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d