



Australian Government

Assessment Requirements for SIRRSTR001 Undertake strategic planning in retail

Release: 1

Assessment Requirements for SIRRSTR001 Undertake strategic planning in retail

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:

- develop, implement and monitor a strategic plan aligned to organisational vision, mission and values, addressing one of the following strategy directions:
 - market development
 - profitability
 - customer engagement
 - diversification
- document the above strategic plan including the following details:
 - review of internal and external operating environments
 - SWOT analysis
 - objectives
 - deliverables, scheduling and milestones
 - allocation of roles and responsibilities
- liaise with and seek input from a wide range of stakeholders while developing the strategic plan.

Knowledge Evidence

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

- SWOT analysis and its use in strategic planning
- strategic planning:
 - key components of a strategic plan:
 - objectives
 - deliverables, scheduling and milestones
 - allocation of roles and responsibilities
 - strategies for communicating strategic plan and gaining stakeholder support
 - documentation
 - role of technology
 - monitoring and control systems
 - evaluation criteria, both quantitative and qualitative

- methods for measuring the success of project objectives
- for the particular industry sector and organisation:
 - role of various stakeholders in the strategic planning process
 - ethical principles
 - environmental challenges:
 - economy
 - social
 - technological
 - competition.

Assessment Conditions

Skills must be demonstrated in a retail environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- organisational mission, vision and values statement
- sources of information on internal and external operating environments
- stakeholders with whom the individual can interact; these can be:
 - individuals in an industry workplace, or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet -

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