



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER514 Design and produce store plans and floor layouts

Release: 1

SIRRMER514 Design and produce store plans and floor layouts

Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
First Release	This is a revised unit, based on and equivalent to SIRRMER013A Design and produce store plans and floor layouts.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to apply knowledge of store design and fit-out to design, and present proposed floor plans and fit-outs for retail store settings.

Application of the Unit

This unit applies to frontline visual merchandisers or visual merchandiser supervisors and managers.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element

Performance Criteria

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

- | | |
|---|--|
| <p>1. Produce free floor layouts.</p> | <p>1.1. Analyse and confirm planning brief according to <i>client</i> requirements.</p> <p>1.2. Design floor layouts to scale, indicating all components and how they interact with customers to create a total store image.</p> <p>1.3. Present <i>plans</i>, including analysis and rationale for <i>layout</i>, using both verbal and written reports.</p> <p>1.4. Ensure plans comply with <i>relevant legislation and regulations</i>.</p> |
| <p>2. Design fit outs for new and existing retail spaces.</p> | <p>2.1. Measure on site and existing retail space.</p> <p>2.2. Confirm business target market, customer demographic, style and desired ambience with client.</p> <p>2.3. Present rendered visuals of proposed store facades.</p> <p>2.4. Present <i>fit-out plans</i> and budget.</p> <p>2.5. Design grid and free-flow plans to scale, and modify and adapt them to suit client briefs.</p> <p>2.6. Take account of relevant <i>standards, performance benchmarks and specifications</i>.</p> |

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- analytical and decision-making skills to analyse plans and decide on layout
- communication and interpersonal skills to:
 - ask questions to identify and confirm requirements
 - present plans and negotiate with client through clear and direct communication
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- technical skills to:
 - produce grid and free-flow plans
 - produce plans, drawings and specifications
 - produce presentation visuals
 - use effective writing and keyboarding skills
 - follow safe work practices

Required knowledge

- interior and exterior structural design features
- design principles relative to:
 - creating store ambience
 - dealing with internal and external groups and teams, according to store planning
- methodologies for planning for a safe store environment and relevant work health and safety (WHS) requirements
- relevant codes of practice and legal and legislative provisions relating to the design of store plans and floor layouts
- procedures for sourcing suppliers of store planning materials and equipment
- store components, fixtures and fittings
- relationship between store merchandise range, target markets and store planning

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- provides analysis of the position of an existing store in relation to neighbourhood, visibility, accessibility, landscaping, and customer profile
- produces draft retail store plans, including elevations and companion axonometrics, and indicating architectural features, facade, entrance, windows, signage and landscaping
- develops presentation visuals of store facades
- free-flow and grid layouts showing such things as departments, fixtures, fittings, lighting, and flooring as appropriate
- presents analytical report that includes detailed specifications, fittings and fixtures and promotional locations, with clear justifications.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated retail visual merchandising work environment
- relevant documentation, such as:
 - legislation and statutory requirements
 - WHS requirements
 - relevant standards, performance benchmarks and specifications
 - information on store fixtures and fittings
- information on:
 - suppliers of relevant store planning materials and equipment
 - products and services to be merchandised.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- real or case study store design project briefs
- third-party reports from a supervisor
- a portfolio of store planning documents
- customer feedback
- answers to questions about specific skills and knowledge.

Guidance information for assessment Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the individual, accessibility of the item, and local industry and regional contexts) may also be included.

- Client*** may be:
- external to the organisation
 - internal staff.
- Plans*** may include:
- plans developed using an appropriate computer software design package
 - plans drawn by hand.
- Layout*** may include:
- accompanying information, including:
 - rationale for store layout
 - safe and effective traffic flow
 - customer needs
 - image
 - ambience and style
 - departments
 - fixtures and fittings
 - flooring
 - lighting.
- Relevant legislation and regulations*** may include:
- building codes
 - emergency procedures
 - industry codes of practice
 - licence, patent or copyright arrangements
 - WHS.
- Fit-out plans*** may include:
- analysis and rationale for:
 - layout
 - traffic flow
 - customer needs
 - architectural features
 - elevations
 - entrance
 - facade
 - fixtures and fittings
 - landscaping
 - signage
 - windows.
- Standards, performance***
- Australian standards

benchmarks and specifications may include:

- design brief
- industry standards
- international standards
- manufacturer and supplier standards
- performance indicators
- planning milestones and timeframes
- professional standards
- quality measures and criteria.

Unit Sector(s)

Retail

Competency Field

Merchandising