



**Australian Government**

# **SIRXMPR001A Profile a retail market**

**Revision Number: 2**

## **SIRXMPR001A Profile a retail market**

### **Modification History**

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

<b>Release</b>	<b>Comments</b>
Second Release	Editorial updates

### **Unit Descriptor**

This unit describes the performance outcomes, skills and knowledge required to profile a retail market.

### **Application of the Unit**

This unit applies to personnel responsible for reviewing the image of the store, researching market demands, profiling store customers and implementing methods to attract customers to the store.

### **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.
1. Review the image of the store.	1.1. Analyse the <b><i>components of the store image</i></b> . 1.2. Access and analyse relevant <b><i>store documentation</i></b> in relation to store image. 1.3. Promote the store image in an appropriate manner.
2. Research market demands for the store.	2.1. Select an <b><i>appropriate area for research</i></b> of market demands. 2.2. Use appropriate <b><i>market research techniques</i></b> according to <b><i>store policy</i></b> . 2.3. Plan market research according to store policy and procedures. 2.4. Collect, analyse and present <b><i>data</i></b> in an appropriate manner.
3. Profile the store's customers.	3.1. Research the demography of the store's <b><i>customers</i></b> . 3.2. Develop a demographic <b><i>profile</i></b> . 3.3. Access information about <b><i>changing trends</i></b> and relate to <b><i>customer demands</i></b> .
4. Implement methods to attract customers to store.	4.1. Access and analyse information about the customer. 4.2. Generate <b><i>ideas</i></b> to develop <b><i>methods for attracting customers</i></b> . 4.3. Select and develop a suitable idea in collaboration with others in the organisation. 4.4. Present and discuss the idea with <b><i>relevant personnel</i></b> . 4.5. <b><i>Evaluate</i></b> the idea to ensure that it meets the requirements for the target customers.

## Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

### Required skills

- interpersonal skills to:
  - carry out market research
  - generate ideas and discuss with relevant personnel through clear and direct communication
  - ask questions to identify and confirm requirements
  - use language and concepts appropriate to cultural differences
  - use and interpret non-verbal communication
  - collaborate with team members
- literacy and numeracy skills to:
  - interpret store policy and procedures
  - conduct research
  - analyse data
  - generate reports

### Required knowledge

- store policy and procedures in regard to:
  - accessing documentation
  - promoting store image
- market research methods
- evaluation methods
- creative thinking techniques
- techniques in interpersonal communication

## Evidence Guide

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

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

Evidence of the following is essential:

- analyses components of the store image by accessing relevant store documentation
- promotes the store image in an appropriate manner
- researches market demands using appropriate market research techniques
- accurately profiles store customers
- generates ideas for attracting customers to store
- selects and develops a suitable idea in collaboration with others
- presents and discusses idea with supervisor
- evaluates idea to ensure that it meets requirements for target customers
- implements the idea according to store policies and budgetary requirements.

### **Context of and specific resources for assessment**

Assessment must ensure access to:

- a retail work environment
- relevant documentation, such as:
  - store policy and procedures manuals
  - store documentation in relation to store image
  - market data.

### **Methods 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 the candidate in the workplace
- third-party reports from a supervisor
- case studies
- research reports
- written or verbal questioning to assess knowledge and understanding
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

### **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 in the performance criteria is detailed below.

***Components of the store image*** may include:

- logo
- products
- services
- layouts
- displays
- tickets
- visual merchandising
- promotional events and themes.

***Store documentation*** may include:

- sales reports
- customer surveys
- market research.

***Appropriate areas for research*** may focus on:

- location
- consumer
- product
- brand
- price
- layout
- advertising.

***Market research techniques*** may include:

- interviews
- observations
- surveys
- questionnaires.

***Store policy*** may relate to:

- marketing
- market research.

***Data*** may include:

- internal: customer orders, random surveys, complaints, returns
- external: ABS statistics, books, newspaper reports, supplier information.

***Customers*** may include:

- new or repeat contacts
- external and internal contacts
- business customers or individuals
- customers with routine or special requests
- people from a range of social, cultural and ethnic backgrounds and with varying physical and mental

Demographic *profile* may include:

- abilities.
- age
- buying power
- family structures
- employment patterns
- education levels
- tourism
- mobility
- occupations
- marital status
- cultural and ethnic background
- income levels
- population size.

*Changing trends* may include:

- tourism
- immigration
- technology
- selling approaches
- leisure time
- environmental issues
- discount operators
- quality demands
- advances in technology.

*Customer demands* may vary according to:

- preference
- health factors
- age
- cultural group
- dietary issues
- price.

*Ideas* may be generated using techniques such as:

- product association
- brainstorming
- visualising
- telling stories
- creative writing
- lateral thinking
- mind mapping, drawings
- using prompts.

*Methods for attracting customers* may include:

- advertising
- seasonal promotions
- new product launches



**Relevant personnel** may include:

- public relations
- publicity.
- team leader
- supervisor
- manager.

Methods used to *evaluate* ideas may include:

- developing checklists
- discussing the process with colleagues or supervisors
- writing a report of the outcomes.

## **Unit Sector(s)**

Cross-Sector

## **Competency field**

Marketing and Public Relations