



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **LMTFD5013B Develop merchandising plans for fashion products**

**Revision Number: 1**

## **LMTFD5013B Develop merchandising plans for fashion products**

### **Modification History**

Not applicable.

### **Unit Descriptor**

#### **Unit descriptor**

This unit covers the skills and knowledge to develop merchandising plans for fashion products.

## Application of the Unit

### Application of the Unit

The unit applies to merchandising activities involving the presentation, sale and promotion of fashion design products. It applies to merchandising of high-volume and low-volume fashion products and accessories to the appropriate market sectors.

Development of merchandising plans may be central to the work role or completed as part of the overall sale of design concepts to clients. Plans may incorporate merchandising practices such as just in time systems, point of sale documentation and communication systems, overnight replenishment and sale tracking systems, according to the practices of the workplace and merchandising outlet. All proposed merchandising activities must be appropriate to the price point of the fashion design and the overall objectives of the client.

Work may be conducted in small to large scale enterprises and may involve individual and team-related activities.

The application of this unit is according to OHS practices of the enterprise and workplace practices, which may include:

- requirements prescribed by legislation, awards agreements and conditions of employment
- standard operating procedures
- work instructions
- oral, written and visual communication
- quality practices, including responsibility for maintenance of own work quality and contribution to quality improvement of team or section output
- housekeeping
- tasks related to environmental protection, waste disposal, pollution control, and recycling

This unit requires skills in problem solving and initiative and enterprise in order to determine appropriate merchandising strategies for fashion products. Communication and teamwork are used to establish sales relationships and prepare documentation for presentation. Planning and organising skills are used to prepare merchandising plans and self management and learning skills are used to gather and assess information about the target market and merchandising strategies.

## Licensing/Regulatory Information

Not applicable.

## **Pre-Requisites**

### **Prerequisites**

## **Employability Skills Information**

**Employability Skills** This unit contains employability skills.

## **Elements and Performance Criteria Pre-Content**

Not applicable.

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Analyse merchandising opportunities	<p>1.1 Features of fashion design are analysed to identify promotional strengths.</p> <p>1.2 Target market is researched and buying patterns in relation to fashion design are identified.</p> <p>1.3 Distribution outlets for fashion designs and their product range, location, target market and merchandising activities are analysed.</p> <p>1.4 <b>Current merchandising practices</b> and trends are analysed for relevance to fashion product.</p> <p>1.5 Merchandising budget for fashion design is identified.</p>
2 Establish merchandising objectives	<p>2.1 Client position and range of fashion products in marketplace are identified.</p> <p>2.2 Merchandising objectives and sales targets are established with client.</p> <p>2.3 Product pricing strategy and position in market are established.</p> <p>2.4 Distribution requirements of fashion design are established.</p>
3 Determine in-store presentation of fashion design	<p>3.1 Store layout, display spaces and customer flow are analysed.</p> <p>3.2 Fixtures, fittings and mannequins are selected for display of fashion designs as appropriate to store and the design.</p> <p>3.3 <b>Presentation visuals and arrangements</b> are determined for optimal display of fashion design products.</p> <p>3.4 Folding and packaging requirements are determined.</p> <p>3.5 Information to assist sales staff in selling fashion designs is identified and prepared.</p> <p>3.6 Timing of release to store and customers is determined.</p> <p>3.7 Documentation of sales records is established to monitor effectiveness of merchandising activities.</p> <p>3.8 <b>Pricing policies and procedures</b> are identified.</p>
4 Determine advertising and promotion of fashion design	<p>4.1 <b>Promotional activities</b> are selected to support sales of fashion design.</p> <p>4.2 <b>Promotional and advertising materials</b> appropriate to fashion design product and client marketing objectives are determined.</p> <p>4.3 Photography and visual representations are arranged as required.</p> <p>4.4 Responses to promotional and advertising activities are assessed for effectiveness.</p> <p>4.5 Marketing plan is presented to and discussed with client.</p>
5 Develop and present merchandising plan	<p>5.1 A merchandising plan is developed which details presentation, promotional and advertising activities.</p> <p>5.2 Merchandising plan is assessed for effectiveness in meeting</p>

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
	marketing objectives, timing and budget requirements.
	5.3 Merchandising plan is presented to and discussed with client.
	5.4 Client response is received and integrated into further proposals.
6 Document merchandising plan	6.1 Merchandising plan is documented according to <i>industry practices</i> .
	6.2 Reports on merchandising opportunities and strategies are documented and presented to relevant persons in the workplace, as appropriate.

## Required Skills and Knowledge

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

Demonstrates knowledge of:

- research tools and strategies
- merchandising practices in the fashion industry
- concepts of product and pricing life cycle
- international regulations, pricing structures, import/export factors, production times, quality assurance factors and production arrangements (where appropriate)
- relevant OHS legislation, regulatory requirements and codes of practice
- characteristics and purchasing styles of target market
- characteristics and purpose of merchandising
- the role of merchandising in the retail industry
- range and availability of merchandising products and services
- customer demand and market trends
- product quality standards
- pricing procedures
- goods and services tax (GST) requirements
- OHS practices, including hazard identification and control measures
- quality practices
- workplace practices
- recording and reporting practices

Demonstrates skills to:

- access, interpret and use data from a range of sources
- make recommendations
- select merchandising procedures or processes
- prepare and present reports and information in appropriate formats
- read, interpret and follow information on work specifications, standard operating procedures and work instructions, and other reference material
- maintain accurate records
- communicate within the workplace
- sequence operations
- meet specifications
- clarify and check task-related information
- carry out work according to OHS practices

## 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 the Training Package.

<b>Critical aspects of evidence</b>	Demonstrates skills and knowledge to: <ul style="list-style-type: none"><li>• identify appropriate presentation, promotion and advertising for specific fashion design</li><li>• address merchandising objectives</li><li>• appeal to target market</li><li>• coordinate options and activities to overall merchandising plan</li><li>• document merchandising plan</li></ul>
<b>Consistency in performance</b>	Consistently applies skills and knowledge when: <ul style="list-style-type: none"><li>• organising work</li><li>• completing tasks</li><li>• identifying improvements</li><li>• using workplace practices</li><li>• using OHS practices</li><li>• recording and reporting accidents and incidents</li><li>• assessing operational readiness of equipment used and work processes</li><li>• recognising and adapting to cultural differences in the workplace, including modes of behaviour and interactions</li><li>• completing work systematically with attention to detail without damage to goods and equipment</li></ul>
<b>Resource implications</b>	Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices.
<b>Context for assessment</b>	Assessment may occur on the job or in an appropriately simulated environment.
<b>Interdependent assessment</b>	This unit may be assessed independently or in combination with other relevant units.



## Range Statement

### 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. Add any essential operating conditions that may be present with training and assessment depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts.

Legislative/regulatory requirements	All work must comply with relevant Federal and State or Territory legislative or regulatory requirements.
Current merchandising practices may include:	<ul style="list-style-type: none"> <li>• point of sale tracking</li> <li>• instant communication of sales back to manufacturers</li> <li>• overnight replenishment</li> <li>• just in time systems</li> </ul>
Presentation visuals and arrangements may include:	<ul style="list-style-type: none"> <li>• colour and theme arrangements</li> <li>• pricing, sizing, styles arrangements</li> <li>• total look or accessory arrangements</li> <li>• placement of stock on fixtures, fittings and mannequins</li> <li>• use of additional props</li> <li>• location within the store</li> <li>• signage</li> </ul>
Pricing policies and procedures may include:	<ul style="list-style-type: none"> <li>• marking down of slow moving stock</li> <li>• soiled or damaged goods</li> <li>• goods close to use-by date</li> <li>• end of season stock</li> <li>• long-term and short-term</li> <li>• internal and external considerations</li> <li>• pricing policies</li> <li>• goods and services tax (GST) requirements</li> </ul>
Promotional and advertising materials may include	<ul style="list-style-type: none"> <li>• brochures, fliers, posters</li> <li>• photos</li> <li>• labels, tickets</li> <li>• print, audio visual or electronic advertisements</li> </ul>
Promotional activities may include:	<ul style="list-style-type: none"> <li>• gimmicks</li> <li>• point of sale incentives</li> <li>• special offers</li> <li>• price reductions</li> <li>• advertising</li> <li>• product branding activities</li> <li>• packaging features such as labelling</li> <li>• demonstrations</li> </ul>

- Industry practices may include:
- fashion parades
  - formatting and structure
  - inclusion of pictures and presentation details
  - promotion of design features and benefits
  - reporting verbally or in writing
  - oral, written or visual communication
  - inclusion of merchandising objectives
  - inclusion of adequate detail

OHS practices OHS practices must include hazard identification and control, risk assessment and implementation of risk reduction measures specific to the tasks described by this unit and may include:

- manual handling techniques
- standard operating procedures
- personal protective equipment
- safe materials handling
- taking of rest breaks
- ergonomic arrangement of workplaces
- following marked walkways
- safe storage of equipment
- housekeeping
- reporting accidents and incidents
- other OHS practices relevant to the job and enterprise

## Unit Sector(s)

**Sector** Fashion Design and Technology