Assessment Requirements for MSTFD5013 Develop merchandising plans for fashion products

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Modification History

Release 1. Supersedes and is equivalent to LMTFD5013B Develop merchandising plans for fashion products

Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy the requirements of the elements and performance criteria, and include:

- reading and following work instructions, standard operating procedures (SOPs) and safe work practices
- complying with relevant standards
- analysing current merchandising practices and trends and determining opportunities and relevant practices for identified fashion products
- determining merchandising objectives for at least two (2) fashion products
- developing a merchandising plan which details presentation, budget, and promotional and advertising activities
- documenting merchandising plan according to industry practices
- using effective communication and documenting reports on merchandising opportunities and strategies, and presenting to relevant persons in the workplace, as appropriate.

Knowledge Evidence

Evidence must be provided that demonstrates knowledge of:

- safe work practices and procedures and use of personal protective equipment (PPE)
- relevant Australian Standards
- merchandising practices in the fashion industry
- characteristics and purpose of merchandising
- the role of merchandising in the retail industry
- concepts of product and pricing life cycle
- characteristics and purchasing styles of target market
- range and availability of merchandising products and services
- promotional and advertising materials, such as:

  - brochures, fliers and posters
  - photos
  - labels, andtickets
  - print, audio visual or electronic advertisements

- promotional activities, such as:

  - gimmicks
  - point of sale incentives
  - special offers
  - price reductions
  - advertising
  - product branding activities
  - packaging features such as labelling
  - demonstrations
  - fashion parades

- international regulations, pricing structures, import/export factors, production times, quality assurance factors and production arrangements (where appropriate)
- regulatory requirements and codes of practice
- characteristics and purchasing styles of target market
- goods and services tax (GST) requirements
- quality practices
- workplace practices
- industry practices for documenting merchandising plan, such as:

  - 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.

Assessment Conditions

- Assessors must:
    - satisfy the assessor competency requirements that are in place at the time of the assessment, as set by the VET regulator
    - have vocational competency in developing merchandising plans, at least to the level being assessed, with relevant industry knowledge and experience.
- Assessment should occur in operational workplace situations. Where this is not possible, or where personal safety or environmental damage are limiting factors, assessment must occur in a sufficiently rigorous simulated environment reflecting realistic operational workplace conditions. This must cover all aspects of workplace performance, including environment, task skills, task management skills, contingency management skills and job role environment skills.
- Assessment processes and techniques must be appropriate to the language, literacy and numeracy requirements of the work being performed and the needs of the candidate.
- Conditions for assessment must include access to all tools, equipment, materials and documentation required, including relevant workplace procedures, product and manufacturing specifications associated with this unit.

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=a203ec5c-de7d-406b-b3e1-8f1a9 b76e92e