



Australian Government

MSTFD5028 Develop merchandising plans for fashion products

Release: 1

MSTFD5028 Develop merchandising plans for fashion products

Modification History

Release 1. Supersedes and is equivalent to MSTFD5013 Develop merchandising plans for fashion products.

Unit code changed. Range of conditions removed. Element removed. Foundation skills information added. Assessment requirements amended. Equivalent outcome.

Application

This unit of competency describes the skills and knowledge required to develop merchandising plans for buying fashion products and fashion ranges for a store.

The unit applies to merchandising of high-volume and low-volume fashion products and accessories to the appropriate market sectors. Developing merchandising plans may be central to the work role or completed as part of the overall sale of design concepts to stakeholders. Work may be conducted in small to large scale workplaces in the textiles, clothing and footwear industry, and may involve individual and team activities.

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

Pre-requisite Unit

N/A

Unit Sector

Fashion design and technology

Elements and Performance Criteria

Elements	Performance Criteria	
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.	
1. Prepare to develop merchandising plan	1.1	Analyse merchandising opportunities
	1.2	Establish merchandising objectives according to workplace requirements
	1.3	Analyse stock levels and sales data to determine product life cycle
	1.4	Determine budget for merchandising

Elements	Performance Criteria	
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.	
2. Develop merchandising plan	2.1	Determine required products and ranges to be purchased
	2.2	Determine quantities, sizes, colours and designs of products to be purchased
	2.3	Develop a merchandising plan that details workplace requirements
3. Assess, document and store merchandising plan	3.1	Assess effectiveness of merchandising plan in meeting marketing objectives and timing requirements
	3.2	Present merchandising plan to stakeholder and integrate stakeholder response into proposals
	3.3	Document merchandising plan according to industry practices, including any legal, ethical and work health and safety requirements
	3.4	Document reports on merchandising opportunities and strategies, and present to relevant audience

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria of this unit of competency.

- Oral communication skills to invite opinions and present merchandising plans
- Numeracy skills to analyse trends in sales data
- Initiative and enterprise skills to seek out new insights, perspectives and opportunities for business growth

Other foundation skills essential to performance are explicit in the performance criteria of this unit.

Unit Mapping Information

Release 1. Supersedes and is equivalent to MSTFD5013 Develop merchandising plans for fashion products.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a203ec5c-de7d-406b-b3e1-8f1a9b76e92e>