



Australian Government

Department of Education, Employment and Workplace Relations

MTMR307C Merchandise products and services

Release: 1

MTMR307C Merchandise products and services

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit covers the skills and knowledge required to arrange and present products and services within the workplace. It includes pricing, set-up of display cabinets, stock bins, product displays, signage, ticketing, wrapping of products and merchandising strategies.
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Application of the Unit

Application of the unit	This unit is applicable to meat retailing enterprises.
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units	Nil	

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Price and weigh products for <i>display</i>	1.1. Products are accurately weighed. 1.2. Products are priced accurately to <i>workplace requirements</i> . 1.3. Price tickets are placed on products in accordance with workplace requirements. 1.4. Prices are marked on pre-packaged trays.
2. Arrange <i>meat</i> for display	2.1. Meat is trimmed for display purposes in accordance with workplace, hygiene and regulatory requirements. 2.2. Meat is arranged on trays according to workplace, hygiene and <i>regulatory requirements</i> .
3. Layout cabinets to display products and services	3.1. Meat, <i>trays</i> and other products are displayed in window and cabinets in accordance with workplace, hygiene and regulatory requirements. 3.2. Trays are laid in window to take most advantage of colour and design and in accordance with workplace, hygiene and regulatory requirements. 3.3. Meat and other products are displayed to ensure maintenance of product quality and food safety. 3.4. Cabinets and windows are regularly replenished with stock to maintain presentation. 3.5. Trays are interspersed with other products and garnishing to provide attractive display in accordance with workplace requirements, hygiene and regulatory requirements. 3.6. Layout reflects advertising and seasonal promotions.
4. <i>Maintain stock</i> presentation	4.1. Meat and other products are displayed to ensure maintenance of product quality and safety. 4.2. Cabinets and windows are regularly replenished with stock to maintain presentation.
5. Position displays for impulse buying	5.1. Key positions to place displays for maximum sales effect are identified. 5.2. Local, cultural and ethnic needs, seasons or events are identified. 5.3. Displays are planned and prepared in accordance with workplace requirements.
6. Organise signs and tickets	6.1. Signage, labels and price tickets are displayed visibly and legibly, with accurate information. 6.2. Signage, labels and price tickets are correctly

ELEMENT	PERFORMANCE CRITERIA
	placed.
7. Wrap meat and other products for display	7.1. Meat is wrapped and/or packed for display in accordance with health and workplace requirements.
8. <i>Contribute to the development of workplace marketing and merchandising strategy</i>	8.1. Workplace promotional activities are participated in. 8.2. Promotional events and strategies to be conducted within the workplace are recommended to the manager.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

Ability to:

- plan a display:
 - follow health and hygiene requirements
 - plan a cabinet layout
 - plan window displays
 - select products to be displayed
- trim meat for display purposes
- portion products in display to increase sales of particular items
- weigh products accurately
- label products according to workplace and regulatory requirements
- mark prices on stock to match stock records
- demonstrate the effective and attractive laying out of a cabinet or window according to a pre-determined plan
- position displays to gain attention of customers
- demonstrate a range of merchandising strategies
- explain a range of advertising and seasonal promotions
- work with team members to carry out tasks
- evaluate effectiveness of display for selling products
- apply relevant *Occupational Health and Safety (OH&S) requirements*
- use *communication skills* appropriate to the task
- use *mathematical skills* appropriate to the task

REQUIRED SKILLS AND KNOWLEDGE**Required knowledge**

Knowledge of:

- key positions to display products for maximum sales effect
- merchandising strategies
- methods of maintaining product quality of displays
- workplace policy for cabinet and window displays
- relevant OH&S requirements

Evidence Guide

EVIDENCE GUIDE	
<p>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.</p>	
<p>Overview of assessment</p>	<p>The meat industry has specific and clear requirements for evidence. A minimum of three forms of evidence is required to demonstrate competency in the meat industry. This is specifically designed to provide evidence that covers the demonstration in the workplace of all aspects of competency over time.</p> <p>These requirements are in addition to the requirements for valid, current, authentic and sufficient evidence.</p> <p>Three forms of evidence means three different kinds of evidence - not three pieces of the same kind. In practice it will mean that most of the unit is covered twice. This increases the legitimacy of the evidence.</p> <p>All assessment must be conducted against Australian meat industry standards and regulations.</p>
<p>Critical aspects for assessment and evidence required to demonstrate competency in this unit</p>	<p>Competency in this unit must be demonstrated over time and under typical operating conditions for the enterprise.</p>
<p>Context of, and specific resources for assessment</p>	<p>Assessment must occur in the workplace under normal enterprise or production conditions or in a simulated environment.</p>
<p>Method of assessment</p>	<p>Recommended methods of assessment include:</p> <ul style="list-style-type: none"> • quiz of underpinning knowledge • workplace demonstration • workplace referee or third-party report of performance over time. <p>Assessment practices should take into account any relevant language or cultural issues related to Aboriginality or Torres Strait Islander, gender, or language backgrounds other than English. Language and literacy demands of the assessment task should not be</p>

EVIDENCE GUIDE	
	higher than those of the work role.
Guidance information for assessment	A current list of resources for this unit of competency is available from MINTRAC www.mintrac.com.au or telephone 1800 817 462.

Range Statement

RANGE STATEMENT	
<p>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 candidate, accessibility of the item, and local industry and regional contexts) may also be included.</p>	
<i>Displays</i> may:	<ul style="list-style-type: none"> • be based on <ul style="list-style-type: none"> • customer preference, including cultural and ethnic needs • excess stock • national or local promotional campaigns • new product lines • supplier or shop specials • include <ul style="list-style-type: none"> • complementary product • condiments • dry products • fixed displays • fixtures • free standing displays and display bins • garnishes • ice • margarines and butter carvings • menu boards • signs • ticket • window displays.
<i>Workplace requirements</i> may	<ul style="list-style-type: none"> • enterprise-specific procedures

RANGE STATEMENT	
include:	<ul style="list-style-type: none"> • OH&S requirements • Quality Assurance (QA) requirements • Standard Operating Procedures (SOPs) • the ability to perform the task to production requirements • work instructions.
<i>Meat</i> may be weighed on a variety of analogue and digital weighing machines.	
<i>Regulatory requirements</i> may include:	<ul style="list-style-type: none"> • Export Control Act • hygiene and sanitation requirements • relevant Australian Standards • relevant regulations • requirements set out in AS 4696:2007 Australian Standard for Hygienic Production and Transportation of Meat and Meat Products for Human Consumption • state and territory regulations regarding meat processing.
<i>Tray</i> packing may include:	<ul style="list-style-type: none"> • bulk packing • fat to left presentation • fat to right presentation • left and right presentation • pre-packing.
<i>Maintainance</i> of adequate display <i>stock</i> may include:	<ul style="list-style-type: none"> • both wet and dry products • cabinets • temperature control to meet health regulations • temperature controlled displays • window cabinets.
<i>Contribution to development of workplace marketing and merchandising strategy</i> may include:	<ul style="list-style-type: none"> • demonstrating promotional products and services • distributing pamphlets and menu ideas • idea generation • packaging.
<i>OH&S requirements</i> may include:	<ul style="list-style-type: none"> • enterprise OH&S policies, procedures and programs • OH&S legal requirements • Personal Protective Equipment (PPE) which may include: <ul style="list-style-type: none"> • coats and aprons • ear plugs or muffs

RANGE STATEMENT	
	<ul style="list-style-type: none"> • eye and facial protection • head-wear • lifting assistance • mesh aprons • protective boot covers • protective hand and arm covering • protective head and hair covering • uniforms • waterproof clothing • work, safety or waterproof footwear • requirements set out in standards and codes of practice.
<p><i>Communication skills</i> may include:</p>	<ul style="list-style-type: none"> • interacting with people from a range of cultural, social and ethnic backgrounds and with colleagues, superiors, customers, clients and external parties • speaking clearly and directly • the use of communications technology • own work and the wider work area • reading and interpreting workplace documentation.
<p><i>Mathematical skills</i> may include:</p>	<ul style="list-style-type: none"> • use of calculators and computer software packages may be used • estimation and calculation • use of familiar and unfamiliar complex formulas • product formulations and specifications • interpreting and drawing conclusions from a range of simple and complex mathematical tables, charts, bar graphs and pie charts • monitoring, adjusting and calibrating of formula, specifications, outputs and equipment • synthesis and analysis of mathematical information from more than one source.

Unit Sector(s)

Unit sector	
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Co-requisite units

Co-requisite units		

Competency field

Competency field	
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