



Australian Government

Department of Education, Employment and Workplace Relations

SFLSOP205A Display and merchandise floristry stock

Revision Number: 1

SFLSOP205A Display and merchandise floristry stock

Modification History

Not applicable.

Unit Descriptor

<p>Unit descriptor</p>	<p>This unit describes the performance outcomes, skills and knowledge required to plan for, display and merchandise floristry stock items made for general sale, flowers, plants and both perishable and non-perishable ancillary merchandise for a shop front floristry business.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. However, some floristry businesses supply foodstuffs, the handling and storage of which is regulated. Where this is the case, it is appropriate to select the hygiene and food safety units of competency as electives and assess them in combination with this unit.</p>
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Application of the Unit

<p>Application of the unit</p>	<p>This unit describes a fundamental operational function for the floristry industry and applies to those businesses which have a shop front presence or a display area to promote their products. The floristry business is likely to be a traditional retailer but could be an online business that operates a retail outlet.</p> <p>Planning for and displaying floristry stock is usually undertaken by frontline operational personnel who work under close supervision and with guidance from others. However, in a small floristry business experienced florists and owner-operators also undertake this function.</p>
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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. Identify the requirements of the display.	1.1. Determine the <i>purpose</i> of the display. 1.2. Generate some initial ideas for the style of the display giving consideration to its purpose. 1.3. Consider and apply the <i>elements</i> and <i>principles of design</i> when generating ideas for the display. 1.4. Choose the <i>display area</i> to best meet the identified purpose, consider any <i>constraints</i> and adjust location accordingly. 1.5. Develop a <i>simple plan</i> to assist in selecting components and creating the display. 1.6. Seek the advice of <i>relevant personnel</i> , when necessary, to discuss ideas and confirm the display requirements.
2. Select display components.	2.1. Select <i>flower and plant materials</i> according to identified display purpose and sort in preparation for display. 2.2. Check that flower and plant materials have been correctly <i>prepared and conditioned</i> . 2.3. Select <i>ancillary merchandise</i> and prepare for display according to the identified display purpose. 2.4. Identify and select <i>other resources</i> required for the display. 2.5. Recognise and report on any <i>unsuitable materials</i> and replace according to the level of individual responsibility.
3. Display floristry stock and merchandise.	3.1. Choose and prepare correct <i>environmental conditions</i> for the display of flowers, plant materials and <i>other perishable goods</i> . 3.2. Display floristry products considering and applying the elements and principles of design. 3.3. Ensure the displays achieve a balanced, fully stocked appearance. 3.4. Identify fragile, perishable or expensive stock and display with extra care to prevent damage or spoilage.
4. Prepare and arrange display labels and tickets.	4.1. Prepare <i>product labels and price tickets</i> using electronic equipment or neatly by hand according to the organisation's procedures. 4.2. Place product labels and price tickets visibly and correctly on or near merchandise.

ELEMENT	PERFORMANCE CRITERIA
	4.3. Maintain correct and current pricing information for all merchandise, rectify errors and advise relevant personnel.
5. Refine and rotate displays.	5.1. Review displays and refine as required. 5.2. Ensure the display meets the promotional purpose, monitor sales and adjust as required. 5.3. Rotate displayed flower, plant materials and perishable goods for maximum use according to vase life, expiration dates and the organisation's procedures. 5.4. Replenish displays to ensure maximum sales.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- safe manual handling techniques
- recognition of spoilt flowers, plant materials and other perishable merchandise
- correct handling techniques for a wide variety of flower and plant materials to avoid spoilage of floristry stock
- organisational skills to conduct display activities as a logical and time-efficient work flow
- literacy skills to read and comprehend pricing information, product labels, use-by dates, stock labels and organisational procedures
- writing skills to produce product labels and price tickets and to make simple written reports on such things as the presence of pests and diseases and levels of spoilt stock
- communication skills to discuss such things as display ideas and requirements and to make accurate verbal reports of spoilt stock
- numeracy skills to correctly price display stock and to comprehend and adjust correct temperature and humidity meters.

Required knowledge

- the fundamental characteristics of the elements and principles of design, their primary interrelationships and use in various displays in order to respond to the display purpose and to discuss and make any necessary changes
- The elements of design include:
 - texture
 - form
 - colour
 - space
 - line
- The principles of design include:
 - harmony
 - rhythm
 - balance
 - dominance
 - scale
 - proportion
 - contrast
- the general characteristics of common flower and plant pests and diseases and recognition of the symptoms

REQUIRED SKILLS AND KNOWLEDGE

- the visual recognition and general care requirements of a wide variety of flower and plant materials in order to identify stock and to display items in the appropriate location
- correct environmental conditions, including temperature, light and humidity controls, for the display of a wide variety of flower and plant materials and any perishable foodstuffs and alcohol commonly used by the floristry industry and the organisation in particular
- a range of formats for and inclusions in display plans
- pricing and labelling procedures for the organisation
- the sale price of display products sold by the organisation or ability to source accurate pricing information in order to produce pricing and labelling information.

Evidence Guide

EVIDENCE GUIDE

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.

Overview of assessment

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

Evidence of the following is essential:

- knowledge of the fundamental characteristics of the elements and principles of design, their primary interrelationships and their use in various floristry product displays
- visual recognition and knowledge of the general care requirements of a wide variety of flowers, plant materials and perishable foodstuffs
- ability to display multiple and diverse flower and plant materials, stock items and ancillary merchandise. To ensure consistency of performance and ability to respond to different requirements, this must occur over a period of time and cover the planning of different displays for different shopfront areas.
- completion of display and merchandising activities within commercial time constraints.

Context of and specific resources for assessment

Assessment must ensure:

- the display of stock items within a floristry preparation, maintenance, display and storage environment
- a diverse, comprehensive and commercial range of equipment used during the display of floristry products e.g. knives, scissors, secateurs, containers and display areas with correct temperature and humidity conditions
- a diverse, comprehensive and commercial product range of flowers, plant materials, floral displays and perishable and non-perishable goods that can be used during the display process
- use of relevant and current product pricing information for display items e.g. price lists and product sales manuals
- mechanical or electronic labelling equipment
- product labels and price tickets.

EVIDENCE GUIDE**Method of assessment**

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct observation of the candidate preparing displays
- written and oral questioning or interview to test knowledge of the care requirements of various flower and plant materials, pests and disease symptoms and applications of the elements and principles of design to displays
- review of portfolios of various displays created by the candidate
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SFLSOP201A Source information on floristry products and services
- SFLSOP202A Recognise flower and plant materials
- SFLSOP203A Receive and store floristry stock
- SFLSOP204A Prepare and care for floristry stock
- SIRRFSA001A Apply retail food safety practices
- SIRXOHS001A Apply safe working practices.

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. 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>Purpose</i> of the display may involve:</p>	<ul style="list-style-type: none"> • capturing the interest of walk-by customer traffic • displaying stock items for a cash and carry sale • displaying flower and plant materials for bunching and sale • promoting new products • promoting a store sale or promotional items • promoting products for special occasions including: <ul style="list-style-type: none"> • weddings • parties e.g. birthdays and engagements • religious celebrations e.g. communions, bar mitzvahs • promoting products for celebratory, religious or remembrance days including: <ul style="list-style-type: none"> • St Valentine's Day • Mother's Day • Christmas Day • Easter • Anzac Day. • promoting ancillary merchandise sold by the business.
<p><i>Elements of design</i> must include:</p>	<ul style="list-style-type: none"> • texture • form • colour • space • line.
<p><i>Principles of design</i> must include:</p>	<ul style="list-style-type: none"> • harmony • rhythm • balance • dominance • scale

RANGE STATEMENT	
	<ul style="list-style-type: none"> • proportion • contrast.
<i>Display areas</i> may include:	<ul style="list-style-type: none"> • counter • fixed or moveable shelves • food and liquor shelves, cabinets and refrigerators • floor space • windows • front of shop and other outdoor spaces • display fixtures, cabinets • non permanent fixtures.
<i>Constraints</i> may involve:	<ul style="list-style-type: none"> • insufficient space for the display • inappropriate size of the location i.e. the display area may be too big for the style and size of the display • incorrect environmental conditions for flowers, plant materials and perishable merchandise • pre-existing displays which cannot be moved • insufficient time to prepare the location.
<i>Simple plan</i> may involve:	<ul style="list-style-type: none"> • unwritten thoughts • notes • sketches • list of components required • floor plan for displaying different floristry stock.
<i>Relevant personnel</i> may include:	<ul style="list-style-type: none"> • colleagues • supervisor • manager • floral designer • a more experienced florist • owner-operator of a small floristry business.
<i>Flower and plant materials</i> must include:	<ul style="list-style-type: none"> • flowers including: <ul style="list-style-type: none"> • fresh (common, exotic and Australian wildflowers) • dry and preserved • artificial. • plant materials including: <ul style="list-style-type: none"> • fresh (common, exotic and Australian foliage) • dry and preserved

RANGE STATEMENT	
	<ul style="list-style-type: none"> • artificial • potted plants.
<i>Prepared and conditioned</i> flower and plant materials may have been subject to:	<ul style="list-style-type: none"> • trimming of foliage • trimming of stems • trimming away buds • provision of nutrients • use of preservative solutions • use of conditioning solutions • scalding • cooling • bathing • chemical spraying for pests and diseases • use of cleaning agents • dusting or wiping.
<i>Ancillary merchandise</i> may include:	<ul style="list-style-type: none"> • chocolates, fruit, nuts, alcohol • hampers • gift items of any type • novelties such as balloons and toys • horticulture lines • flower preservatives and conditioning agents.
<i>Other resources</i> required for the display may include:	<ul style="list-style-type: none"> • products labels • price tickets • signage • fixtures and fittings • presentation materials to enhance the display • containers including: <ul style="list-style-type: none"> • baskets • decorative pots • buckets or decorative pails • bowls • vases • pots and urns • wooden boxes. • ladders • cutting tools including: <ul style="list-style-type: none"> • knives • scissors • rose de-thorner • secateurs

RANGE STATEMENT	
	<ul style="list-style-type: none"> • saws • guillotines • staple gun and staples • glue gun and glues • binding tape • heavy to fine gauge wire • support materials.
<i>Unsuitable materials</i> may include:	<ul style="list-style-type: none"> • diseased or pest affected flowers and plant materials • damaged or crushed flowers and plant materials • wilted flowers and plant materials • discoloured flowers • damaged buds, blooms or foliage • flowers and plant materials with expired or near to expired use by dates that will not survive the display period • out of date foodstuffs • broken or damaged display shelves or containers • broken or damaged ancillary merchandise.
<i>Environmental conditions</i> must involve:	<ul style="list-style-type: none"> • displaying flowers and plant materials: <ul style="list-style-type: none"> • in refrigerators • at room temperature • correct application of humidity and temperature controls • protecting flower and plant materials from exposure to: <ul style="list-style-type: none"> • heating or air conditioning • accidental damage through pedestrian traffic • winds and drafts • environmental heat and light.
<i>Other perishable goods</i> may include:	<ul style="list-style-type: none"> • chocolates • fruit • vegetables • nuts • alcohol • cheese.
Preparation of <i>product labels and</i>	<ul style="list-style-type: none"> • pricing gun

RANGE STATEMENT*price tickets* may involve:

- bar coding
- written labels
- shelf tickets
- price boards
- header boards
- product labels supplied by grower or wholesaler
- promotional signage.

Unit Sector(s)

Unit sector	Floristry
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Competency field

Competency field	Floristry Sales and Operation
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Co-requisite units

Co-requisite units	