



Australian Government

SIRRMER003 Coordinate visual merchandising activities

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to coordinate store visual merchandising activities and ensure adherence to organisational standards, policies and procedures for the display of merchandise.

It applies to individuals working in frontline roles in a diverse range of retail industry sectors and business contexts that display retail products for sale. They operate with independence and under limited supervision and guidance from others, and within established organisational policies and procedures.

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

Pre-requisite Unit

Nil

Competency Field

Merchandising

Unit Sector

Retail

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Coordinate visual merchandise requirements.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Access and interpret organisational visual merchandising guidelines, and policies and procedures.
- 1.2. Communicate visual merchandising standards and display requirements to team members.
- 1.3. Plan appropriate timing for producing and dismantling visual merchandise displays.
- 1.4. Communicate roles and responsibilities for visual merchandising to team members.

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| | 1.5. Plan and coordinate promotional and special event displays as directed by management. |
| 2. Supervise visual merchandise activities. | 2.1. Supervise construction and maintenance of displays to achieve balance and visual impact.
2.2. Ensure display information accurately depicts product or service being promoted.
2.3. Ensure displays are completed with minimum disruption to customer service and traffic flow.
2.4. Ensure displays meet organisational standards and visual merchandise guidelines.
2.5. Regularly monitor replenishment of merchandise and rotation of stock and take action to ensure optimal stock levels as required. |
| 3. Review impact of visual merchandise activities. | 3.1. Evaluate promotions or special event displays and determine impact on sales results.
3.2. Report on visual merchandising activities to relevant personnel and make suggestions for improvements as required. |

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS

DESCRIPTION

Problem solving skills to:

- overcome difficulties relevant to the display of merchandise.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>