



**Australian Government**

**Assessment Requirements for  
SIRRMER005 Implement visual  
merchandising concepts**

**Release: 1**

# Assessment Requirements for SIRRMER005 Implement visual merchandising concepts

## Modification History

Not applicable.

## Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- develop a visual merchandising implementation plan for one visual merchandising concept, detailing:
  - objectives
  - resource requirements
  - budgeting
  - product selection
  - inventory management
  - key activities and timelines
  - allocation of roles and responsibilities
  - risk considerations and contingency plans
  - communication strategy
  - performance criteria
  - exit strategy
- oversee the implementation of one concept, by:
  - communicating implementation plan to others
  - ensuring objectives and standards are met
  - managing risks and issues
- review visual merchandising concept performance against performance criteria to determine effectiveness and make recommendations for future improvements.

## Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- key aspects of visual merchandising implementation planning:
  - steps in the planning process
  - technologies that support effective implementation planning
  - stakeholder involvement
  - managing implementation and consistency across multiple channels and locations
  - alignment to organisational visual merchandising guidelines and standards

- implementation plan formats and key considerations:
  - objectives
  - resource requirements
  - budgeting
  - product selection and availability
  - inventory management
  - key activities and timelines
  - allocation of roles and responsibilities
  - risk considerations and contingency plans
  - communication strategy
  - performance criteria
  - exit strategy
- internal and external factors impacting on the successful implementation of visual merchandising concepts and strategies to minimise impacts:
  - availability of resources and product
  - scalability
  - communication issues
  - budget overruns
  - feedback
  - consistency and quality across multiple channels and locations
- techniques to evaluate and determine the effectiveness of a visual merchandising campaign:
  - profitability
  - operational efficiency
  - success in meeting objectives.

## **Assessment Conditions**

Skills must be demonstrated in a service industries environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- visual merchandising concept
- visual merchandising concept performance data.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors, and:

- have worked in a job role for at least two years where they have applied the skills and knowledge within this unit of competency.

## Links

Companion Volume Implementation Guides -

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