



Australian Government

SIRRMER006 Achieve visual merchandising targets

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to measure the impact of visual merchandising on sales and customer engagement. It requires the ability to plan and monitor the achievement of visual merchandising targets and use findings to make recommendations for future improvements.

This unit applies to visual merchandisers working in a diverse range of sectors and business contexts. They operate with independence, under limited supervision and guidance from others, and within established organisational policies and procedures. They may have responsibility for making a range of creative and operational decisions.

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. Identify visual merchandising targets.

PERFORMANCE CRITERIA

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

1.1. Obtain and review organisational visual merchandising targets.

1.2. Ensure visual merchandising targets are achievable and make any required recommendations for changes.

1.3. Review internal and external factors that may affect visual merchandising performance and plan measures to reduce or

	enhance impact.
	1.4. Review past visual merchandising performance to inform the achievement of visual merchandising targets.
	1.5. Determine strategies for the achievement of visual merchandising targets.
	1.6. Determine both qualitative and quantitative measures for tracking performance.
2. Achieve visual merchandising targets.	2.1. Implement planned strategies for the achievement of visual merchandising targets.
	2.2. Communicate visual merchandising targets to relevant personnel.
	2.3. Ensure availability of adequate resourcing to support the achievement of visual merchandising targets.
	2.4. Support team members to achieve visual merchandising targets and provide feedback on performance.
	2.5. Monitor and record the achievement of visual merchandising targets.
	2.6. Resolve or minimise the impact of internal and external factors that may impact visual merchandising performance.
3. Review visual merchandising performance.	3.1. Analyse actual results against targets to identify strengths and weaknesses of visual merchandising performance.
	3.2. Report on performance and make recommendations for improved future visual merchandising performance.

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

Numeracy skills to:

- assess results and use numerical data to determine and monitor targets.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume Implementation Guides -

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