



**Australian Government**

# **SIRRMER024 Create in-store customer brand experience**

**Release: 1**

## SIRRMER024 Create in-store customer brand experience

### Modification History

No equivalent unit.

### Application

This unit describes the performance outcomes, skills and knowledge required to create the in-store customer experience of a brand using the elements of visual merchandising.

This unit applies to senior visual merchandisers and senior stylists working in a diverse range of sectors and business contexts. They operate with independence and within established organisational policies and procedures. They are responsible for making creative and strategic decisions within the scope of their job role.

The skills in this unit must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.

No occupational licensing, certificate 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*

#### PERFORMANCE CRITERIA

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

- |                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Research existing brand environment. | 1.1. Source, interpret and analyse historical sales relevant to brand.<br>1.2. Source, interpret and analyse market research information to identify market changes.<br>1.3. Research, interpret and evaluate legal requirements and national and international visual merchandising trends relevant to target market.<br>1.4. Research and analyse existing online and in-store customer channels and experiences.<br>1.5. Research and analyse stakeholder demand. |
| 2. Develop customer brand experience.   | 2.1. Develop in-store design concept to respond to identified market changes, improve customer brand experience and meet stakeholder demand.<br>2.2. Reflect on and seek feedback to improve in-store design concept.<br>2.3. Design and specify visual merchandising elements.<br>2.4. Present in-store design concept to senior executive for approval.                                                                                                            |
| 3. Develop evaluation strategy.         | 3.1. Determine evaluation purpose, scope and methodology.<br>3.2. Develop evaluation criteria and determine evaluation data to be collected.<br>3.3. Select and develop quantitative and qualitative instruments to collect evaluation data.<br>3.4. Document evaluation strategy according to organisational requirements                                                                                                                                           |

## 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

Oral communications skills to:

- adapt communication techniques and styles to meet the needs of others.

- Numeracy skills to:
- read, interpret, use, communicate and document:
    - spatial and measurement information related to visual merchandising
    - statistical, financial market and customer data
  - interpret and communicate market patterns and trends.
- Technology skills to:
- access, use and communicate information using digital technology
  - design and document visual merchandising spatial plans.

## 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>