



**Australian Government**

# **SIRRM006 Plan a merchandise product range**

**Release: 1**

## **SIRRM006 Plan a merchandise product range**

### **Modification History**

Not applicable.

### **Application**

This unit describes the performance outcomes, skills and knowledge required to develop a commercially viable range of retail merchandise that reflects an established merchandise category financial plan and merchandise strategy.

This unit applies to individuals working in merchandise management related roles in a diverse range of retail sectors and business contexts. They operate with independence and are responsible for making a range of operational business decisions that relate to the management of retail merchandise.

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

### **Pre-requisite Unit**

Nil

### **Competency Field**

Merchandise Management

### **Unit Sector**

Retail

### **Elements and Performance Criteria**

#### **ELEMENTS**

Elements describe the essential outcomes.

1. Determine merchandise-range requirements.

#### **PERFORMANCE CRITERIA**

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

- 1.1. Access and review category financial plan to determine range requirements.
- 1.2. Profile target market and identify relevant trends to inform range planning.
- 1.3. Source input from relevant stakeholders and use feedback to inform range planning.
- 1.4. Review product performance information and use findings

to plan range optimisation and exit strategies.

2. Generate options for merchandise range.

2.1. Generate range options that respond to target market and trend information.

2.2. Confirm commercial viability of range options to maximise profitability and minimise risk.

2.3. Determine assortment planning including core and seasonal, and width, depth and breadth, of the range.

2.4. Identify aged and carry-over stock and action strategy for clearance.

2.5. Determine range option planning for Stock Keeping Unit (SKU) requirements.

2.6. Accurately quantify product units to be ordered based on open-to-buy or space capacity method.

2.7. Review merchandise promotional plan and ensure range aligns with planned activity.

2.8. Refine range options through consultation with cross-functional teams and gain approval as required.

2.9. Document finalised range identifying key features, costs and benefits.

3. Plan merchandise range sourcing.

3.1. Determine critical path for range sourcing and distribution.

3.2. Review supplier strategy and determine range sourcing.

3.3. Brief product development teams on new range.

3.4. Identify product branding needs and develop branding strategy accordingly.

4. Purchase merchandise.

4.1. Place merchandise order with supplier and confirm delivery schedules as per agreed supplier arrangements.

4.2. Document and exchange order and invoice information according to organisational procedures.

4.3. Implement and adjust orders as required.

5. Plan range distribution.

5.1. Communicate relevant merchandise information to stores.

5.2. Determine strategy for stock allocation, replenishment and distribution based on individual store requirements.

5.3. Communicate planned merchandise ranges to relevant personnel.

## 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:	<ul style="list-style-type: none"><li>interpret key retail financial metrics contained within merchandise category plans.</li></ul>
Technology skills to:	<ul style="list-style-type: none"><li>access, document and communicate information using digital technologies and systems.</li></ul>

## Unit Mapping Information

No equivalent unit.

## Links

Companion Volume Implementation Guides -

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