



Australian Government

Assessment Requirements for SIRMRM008 Develop a merchandise promotional plan

Release: 1

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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:

- determine organisational merchandise promotional requirements and develop a merchandise promotional plan for execution over a three-month period that includes:
 - promotional calendar
 - profiled target audiences
 - key activities
 - resource requirements
 - performance indicators
 - promotional tools
- monitor the performance of a promotional plan, review against performance indicators, 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 legal and ethical requirements as related to merchandise promotional planning and activity:
 - Australian Consumer Law
 - Trade Practices Act
 - privacy
 - appropriate use of images and text
 - codes of practice
- types of promotional tools:
 - benefits
 - limitations
- trends in promotional activity and their use for customer engagement and retail promotion
- supplier negotiations required to participate in co-operative funding of promotional activities:
 - rebates
 - charges

- discounts
- logistics
- markdowns
- staff training
- in-store support
- merchandise returns
- comparative promotional options relevant to promotional strategies:
 - benchmarking
 - best practice information
 - competitor information
- promotional performance indicators:
 - exposure achieved
 - sales achieved
 - penetration of target market
 - cost-effectiveness
- sustainability considerations, opportunities for and constraints on promotion in the relevant context, and those related to:
 - economic sustainability of promotional initiatives
 - resource conservation and waste minimisation
- performance indicators for measuring impact of promotional activities
- recommendations for strategic responses based on promotional evaluation.

Assessment Conditions

Skills must be demonstrated in a retail environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- organisational marketing strategy and performance information
- promotional performance information.

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

- have worked in the retail industry for at least three years where they have applied the skills and knowledge within this unit of competency.

Links

Companion Volume Implementation Guide -

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