



Australian Government

Department of Education, Employment and Workplace Relations

SIRXMER001A Merchandise products

Revision Number: 1

SIRXMER001A Merchandise products

Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to merchandise products within a retail store. It involves the arrangement and presentation of merchandise, setting up and maintaining displays and labelling and pricing stock.

Application of the Unit

Application of the unit

This unit applies to frontline retail personnel. It requires the team member to demonstrate the consistent application of store policies and procedures in regard to displaying, merchandising, ticketing, labelling, pricing and storage of stock, including application of correct manual handling, storage and display techniques according to stock characteristics, industry codes of practice, relevant legislation, government regulations, and industry codes of practice.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units

Nil

Employability Skills Information

Employability skills The required outcomes described in this unit contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Place and arrange merchandise.	<p>1.1 Unpack <i>merchandise</i> according to <i>store policy and procedures</i> and <i>legislative requirements</i>.</p> <p>1.2 Place merchandise on floor, fixtures and shelves in determined locations according to OHS and other relevant legislative requirements.</p> <p>1.3 <i>Display</i> merchandise to achieve a balanced, fully-stocked appearance and promote sales.</p> <p>1.4 Identify damaged, soiled or out-of-date stock and take corrective action as required according to store procedure.</p> <p>1.5 Place stock range to conform with fixtures, ticketing, prices or bar codes.</p> <p>1.6 Rotate stock according to stock requirements and store procedure.</p>

ELEMENT	PERFORMANCE CRITERIA
	1.7 Ensure stock presentation conforms to special <i>handling techniques</i> and other <i>safety requirements</i> .
2 Prepare display labels and tickets.	2.1 Prepare <i>labels and tickets</i> for window, wall or floor displays according to store policy. 2.2 Prepare tickets using electronic equipment or neatly by hand according to store procedures. 2.3 Identify soiled, damaged, illegible or incorrect labels and tickets and take corrective action. 2.4 Use and maintain electronic ticketing and labelling equipment according to design specifications. 2.5 Store ticketing equipment in a secure location.
3 Place, arrange and display price labels and tickets.	3.1 Place labels and tickets visibly and correctly on merchandise. 3.2 Replace labels and tickets according to store policy. 3.3 Maintain correct pricing and information on merchandise according to store procedures, industry codes of practice and legislative requirements.
4 Maintain displays.	4.1 Reset and dismantle <i>special promotion areas</i> . 4.2 Assist supervisor in selection of merchandise for display. 4.3 Arrange and face up merchandise as directed and according to layout specifications and load-bearing capacity of fixtures. 4.4 Identify, reset or remove unsuitable or out-of-date displays as directed. 4.5 Identify optimum stock levels and replenish stock according to store policy. 4.6 Maintain display areas in a clean and tidy condition. 4.7 Remove excess packaging from display areas.

ELEMENT**PERFORMANCE CRITERIA**

- | | | | |
|---|----------------------|-----|--|
| 5 | Protect merchandise. | 5.1 | Identify and apply correct handling, storage and display techniques according to stock characteristics and legislative requirements. |
|---|----------------------|-----|--|

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- use and maintenance of manual and electronic labelling and ticketing equipment
- completing tasks in a set timeframe
- literacy and numeracy skills in relation to:
 - reading and interpreting store procedures and guidelines
 - machine or manual preparation of labels and tickets
 - reading and understanding manufacturer instructions.

The following knowledge must be assessed as part of this unit:

- store policies and procedures, in regard to:
 - merchandising, ticketing and pricing of stock
 - correct storage of stock
 - store promotional themes, including advertising, catalogues and special offers
 - location of display areas
 - availability and use of display materials
 - stock rotation
 - stock replenishment
 - merchandise range
 - scheduling for building or rotating displays
 - correct storage procedures for labelling and ticketing equipment and materials
- correct manual handling techniques for protection of self and merchandise
- principles of display
- elements and principles of design and trends in retail design
- relevant OHS regulations, including:
 - manual handling
 - hygiene and sanitation
 - hazardous substances
 - labelling of workplace substances
- relevant legislation and statutory requirements
- pricing procedures, including inclusion and exclusion of GST
- relevant industry codes of practice.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- applies store policies and procedures and legislative requirements in regard to displaying, merchandising, ticketing, pricing and storage of stock
- displays merchandise on floor, fixtures, shelves and display areas, in determined locations, according to special manual handling techniques and other safety requirements
- prepares display labels and price tickets for merchandise with regard to store policies and procedures
- operates, maintains and stores a range of ticketing equipment according to:
 - store policy and procedures
 - industry codes of practice
 - manufacturer instructions and design specifications
- arranges correct pricing and information on merchandise according to store procedures, industry codes and government requirements
- identifies damaged, soiled or out-of-date stock and takes corrective action as required by store procedures and legislative requirements
- maintains display areas and replenishes stock as required according to store procedures and legislative requirements
- performs correct manual handling, storage and display techniques according to:
 - stock characteristics
 - industry codes of practice
 - OHS legislation and codes of practice.

EVIDENCE GUIDE

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work environment
- a range of ticketing and pricing equipment
- merchandise for display
- display materials and props
- cleaning materials
- relevant documentation, such as:
 - store policy and procedure manuals on housekeeping, merchandising and OHS
 - manufacturer instructions and operation manuals for electronic ticketing equipment
 - relevant legislation and industry codes of practice.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- third-party reports from a supervisor
- customer feedback
- answers to questions about specific skills and knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SIRXSLS001A Sell products and services
- SIRXSLS002A Advise on products and services.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

Merchandise may be characterised by:

- type
- brand
- size
- customer needs
- colour
- price.

Store policy and procedures in regard to:

- merchandising of stock
- preparing and displaying labels and tickets
- maintaining displays.

Legislative requirements may include:

- pricing requirements, including GST requirements
- industry codes of practice
- discounted items
- Trade Practices and Fair Trading Acts.

Display may include:

- setting new displays
- maintaining existing displays.

Handling techniques may vary according to:

- stock characteristics
- store policy
- legislative requirements
- industry codes of practice.

RANGE STATEMENT

Safety requirements may relate to:

- transport, storage and handling of goods
- hazardous substances
- labelling of workplace substances.

Preparation of *labels and tickets* may involve:

- pricing gun
- shelf tickets
- shelf talkers
- written labels
- swing ticketing
- bar coding
- price boards
- header boards.

Special promotion areas may be:

- permanent or temporary
- interior or exterior
- publicly accessible
- windows
- shelves
- wall fixtures
- on floor.

Unit Sector(s)

Sector Cross-Sector

Competency field

Competency field Merchandising