



Australian Government

Department of Education, Employment and Workplace Relations

SIRXMER002A Coordinate merchandise presentation

Revision Number: 1

SIRXMER002A Coordinate merchandise presentation

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to supervise sales and other staff implementing and maintaining displays according to store merchandising standards.
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Application of the Unit

Application of the unit	This unit requires the team member to apply knowledge of store merchandising and pricing policy and standards staff to support and coordinate relevant frontline staff members and ensure that they arrange, present and label or price merchandise according to store requirements. It also involves informing staff of store merchandise presentation requirements for sales, promotions and special events, and providing feedback to management in regard to improvement of store marketing and promotional activities.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil
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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 Coordinate merchandise presentation and display.	<table><tr><td>1.1</td><td>Identify items to be advertised or promoted according to store merchandising policy.</td></tr><tr><td>1.2</td><td>Plan, coordinate and evaluate promotions or special events as directed by management.</td></tr><tr><td>1.3</td><td>Plan and supervise construction and maintenance of <i>displays</i> in order to achieve balance and visual impact.</td></tr><tr><td>1.4</td><td>Inform <i>staff</i> of store <i>display standards and requirements</i>.</td></tr><tr><td>1.5</td><td>Inform staff of occurrence and timing of <i>promotions and special events</i>.</td></tr><tr><td>1.6</td><td>Ensure product or service <i>display information</i> accurately depicts product or service being promoted.</td></tr></table>	1.1	Identify items to be advertised or promoted according to store merchandising policy.	1.2	Plan, coordinate and evaluate promotions or special events as directed by management.	1.3	Plan and supervise construction and maintenance of <i>displays</i> in order to achieve balance and visual impact.	1.4	Inform <i>staff</i> of store <i>display standards and requirements</i> .	1.5	Inform staff of occurrence and timing of <i>promotions and special events</i> .	1.6	Ensure product or service <i>display information</i> accurately depicts product or service being promoted.
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ELEMENT**PERFORMANCE CRITERIA**

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|---|--------------------------------|---|
| | 1.7 | Ensure displays are completed according to required time schedule, with minimum disruption to <i>customer</i> service and traffic flow. |
| | 1.8 | Construct and maintain displays in a safe, secure manner. |
| | 1.9 | Regularly monitor replenishment of merchandise and rotation of stock on store displays and take action as required. |
| | 1.10 | Inform staff of appropriate timing for dismantling and disposal of displays. |
| | 1.11 | Evaluate merchandise presentation against sales turnover and store presentation standards. |
| | 1.12 | Provide management with feedback in regard to improvement of store marketing and promotional activities. |
| 2 | Implement merchandise pricing. | |
| | 2.1 | Implement store policy and procedures in regard to pricing and ticketing. |
| | 2.2 | Identify current prices for products and services and amend according to store policy. |
| | 2.3 | Inform team members of price changes and current pricing policies. |

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 electronic labelling and ticketing equipment
- interpersonal communication skills to:
 - provide information to staff
 - provide feedback to management through clear and direct communication
 - share information
 - give instructions
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- literacy and numeracy skills in relation to:
 - machine or manual preparation of labels and tickets
 - reading and interpreting store policies and procedures
 - merchandise presentation and pricing.

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

- store policies and procedures, in regard to:
 - merchandising, pricing and ticketing
 - merchandise range
 - storage of stock
 - stock rotation and replenishment
 - minimum stock levels required
- procedure for accessing information and implementing price changes
- principles of display and design
- location of display areas
- availability and use of materials
- store promotional themes
- occurrence and timing of store promotions, including advertising, catalogues and special offers
- load-bearing capacity of fixtures and display areas
- correct storage procedures for labelling and ticketing equipment and materials
- relevant OHS legislation and codes of practice
- relevant legislation and statutory requirements, including Trade Practices and Fair Trading Acts

REQUIRED SKILLS AND KNOWLEDGE

- pricing procedures, including GST requirements
- relevant industry codes of practice
- principles and techniques of interpersonal communication skills
- manufacturer specifications for the use of electronic labelling and ticketing equipment.

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:

- implements store policies and procedures in regard to displaying, merchandising, ticketing and pricing of stock
- coordinates and monitors display, promotion and presentation of merchandise according to store policies and procedures and legislative requirements
- identifies products to be advertised or promoted according to store merchandising policies
- coordinates construction and maintenance of displays within time schedule set in regard to advertising, catalogues, special offers and in-store promotions in a safe and secure manner
- informs staff of pricing policies, promotions, special events, display standards and requirements and timing for dismantling and disposal of displays
- evaluates and reports sales and presentation effectiveness of store merchandising and promotional activities to management and staff as required by store policies and procedures.

EVIDENCE GUIDE

Context of and specific resources for assessment

Assessment must ensure access to:

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

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.

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

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.

Displays may be located in a variety of areas, including:

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

Staff may be:

- full-time, part-time, casual or contract
- from within or outside own work team
- from a range of social, cultural and ethnic backgrounds.

Display standards and requirements may include :

- setting up new displays
- maintaining existing displays
- ticketing and display signage
- safety.

Promotions and special events may include:

- stock characteristics
- industry codes of practice.

Display information may include:

- product brand
- product characteristics, such as:
 - size
 - weight capacity
 - materials
- special guarantees
- price
- discount information.

RANGE STATEMENT

Customers may include:

- new or repeat contacts
- external and internal contacts
- people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Merchandising