



Australian Government

Department of Education, Employment and Workplace Relations

SIRXMER003A Monitor in-store visual merchandising display

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to interpret a visual merchandising plan and the monitor the display to ensure it meets the requirements of the plan and the organisation's visual merchandising standards.

Application of the Unit

Application of the unit

This unit requires the team member to apply knowledge of store merchandising to interpret organisation visual merchandising plans and manuals and to monitor in-store displays to ensure that they reflect and maintain current organisation visual merchandising directions. This can involve the application of fundamental design principles, making decisions with regard to merchandise for display and ensuring that displays contribute to the visual merchandising standards of the organisation and that they are constructed and located to ensure customer and staff safety. This unit may apply to frontline visual merchandising team members and other staff.

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 Interpret a visual merchandising plan.	<p>1.1 Identify <i>design requirements</i> of visual merchandising plan or manual.</p> <p>1.2 Source <i>resources required</i> to implement plan.</p> <p>1.3 Identify <i>factors that may affect the plan</i>.</p> <p>1.4 Apply organisation's visual merchandising standards to the plan.</p>

ELEMENT	PERFORMANCE CRITERIA
2 Monitor display requirements.	2.1 Regularly monitor display to ensure it meets the requirements of the <i>visual merchandising plan</i> . 2.2 Identify <i>damage or changes to the display</i> . 2.3 Action is taken to rectify any changes to the display.
3 Maintain displays to organisation requirements and plan.	3.1 Maintain displays so that they are clean and tidy. 3.2 Make additions or changes to displays to ensure display consistently adheres to the visual merchandising plan. 3.3 Maintain organisation's requirements for visual merchandising in the display.
4 Contribute to the visual merchandising standards of the organisation.	4.1 Interpret visual merchandising standards of the organisation. 4.2 Identify opportunities for improving visual merchandising standards. 4.3 Make contributions to the visual merchandising standards as appropriate.

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:

- maintaining and updating displays according to the visual merchandising plan
- generating ideas for improving visual merchandising standards.

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

- basic principles of visual merchandising
- basic design principles
- organisation visual merchandising principles.

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:

- interprets and identifies the design requirements of a visual merchandising plan
- monitors the display closely and completes regular maintenance to ensure it meets the requirements of the visual merchandising plan and the organisation's visual merchandising standards
- contributes appropriately to the ongoing development of the organisation's visual merchandising standards.

EVIDENCE GUIDE

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work environment
- relevant documentation, such as:
 - store policy and procedures manuals
 - store visual merchandising standards.

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.

RANGE STATEMENT

Design requirements may include:

- colours used
- layout of display
- functionality
- merchandise for display
- size of display
- location of display in store.

Resources required may include:

- fixtures and fittings
- people
- time
- materials
- supports
- lights.

Factors that may affect the plan may include:

- store promotions
- merchandise availability
- availability of display stands and structures
- time requirements
- budget requirements
- availability of staff.

Visual merchandising standards may include:

- store plan and design
- retail image
- display location.

Damage or changes to the display may include:

- damage to fixtures, fittings or display supports
- damage to items on display
- changes in the appearance of the display.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field Merchandising