



Australian Government

SIRXMER004A Manage merchandise and store presentation

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 manage merchandise and store presentation.

Application of the Unit

Application of the unit This unit requires the team member to apply knowledge of store merchandising to plan and manage store advertising and promotions, manage store pricing policies and housekeeping. It includes interpretation of and compliance with store layout and visual merchandising policies, developing and implementing procedures to manage merchandise pricing, and managing all aspects of store housekeeping, including contingency procedures. This role applies to frontline retail managers.

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 Manage store merchandising. | 1.1 Ensure layout and presentation support market position and promote customer flow according to store <i>visual merchandising policies and plans</i> . |
| | 1.2 Develop and implement layout assessment checks. |
| | 1.3 Define standards for visual presentations and displays and clearly communicate to all staff |
| | 1.4 Consult floor staff to assess customer response to space allocations. |
| 2 Plan and manage store advertising and promotions. | 2.1 Manage and implement store policies and procedures, in regard to store <i>promotional activities</i> . |
| | 2.2 Organise activities in line with anticipated or researched customer requirements. |
| | 2.3 Manage <i>promotions</i> in order to achieve maximum customer impact. |

ELEMENT	PERFORMANCE CRITERIA
	2.4 Negotiate arrangements with suppliers in regard to special promotional activities.
	2.5 Coordinate store activities to complement shopping centre or retail complex promotions.
	2.6 Develop and implement assessment checks to measure effectiveness of promotions, including layout, visual impact and customer response.
	2.7 Document and report on promotional activities.
3 Manage store pricing policies.	3.1 Maintain store pricing according to <i>organisation pricing policies and procedures</i> in regard to pricing.
	3.2 Maintain accurate information on pricing trends and changes and communicate to relevant staff.
	3.3 Develop and implement procedures for pricing according to store policies and <i>legislative requirements</i> .
4 Manage housekeeping.	4.1 Develop and implement store policies and procedures in regard to <i>store housekeeping and maintenance</i> .
	4.2 Develop and manage rosters or schedules, ensuring store housekeeping standards are monitored and maintained.
	4.3 Initiate <i>contingency plan</i> in the event of merchandise or store presentation problems.

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:

- providing feedback on performance
- interpersonal communication skills to:
 - communicate store standards and expectations to staff
 - consult floor staff
 - negotiate arrangements with suppliers, through clear and direct communication
 - ask questions to identify and confirm requirements
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- roster development
- report writing
- literacy skills in regard to:
 - researching, analysing and interpreting a broad range of written material
 - preparing rosters
 - preparing reports
 - documenting results

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

- store policies and procedures, in regard to:
 - layout and presentation
 - advertising and promotions
 - pricing or marking down of goods, including risk assessment
 - housekeeping for premises, fittings, fixtures and equipment
 - store merchandise and service range
 - store merchandising plan
 - range and availability of new products and services
 - customer demand and market trends
 - product quality standards
- OHS legislation and codes of practice
- relevant legislation and statutory requirements
- relevant industry codes of practice
- pricing procedures, including GST requirements
- principles and techniques in:
 - visual merchandising

REQUIRED SKILLS AND KNOWLEDGE

- project management

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:

- collaboratively plans layout and presentation of merchandise according to store policies and procedures
- assesses effectiveness of layout and presentation according to sales targets or predetermined objectives
- collaboratively plans, coordinates and implements advertising and promotions activities according to store policies and procedures
- assesses and reports on effectiveness of advertising and promotions to staff and management according to store policies and procedures
- collaboratively plans, coordinates and implements pricing activities according to store policies and procedures
- collaboratively plans, coordinates and implements housekeeping activities according to store policies and procedures and OHS legislation, regulations and codes of practice.

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 merchandising plan
 - legislation and statutory requirements
 - OHS legislation, regulations and 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

RANGE STATEMENT

performance criteria is detailed below.

Visual merchandising policies and plans may include:

- target market
- market research
- store image
- store layout and space availability
- seasonal lines
- pricing policy.

Promotional activities may involve:

- external and in-store activities
- corporate or locally based activities
- dealing with advertising agencies and consultants.

Promotions may include:

- advertising
- catalogues
- newspapers
- posters
- radio or TV
- suppliers
- internet
- website.

Organisation pricing policies and procedures may include:

- marking down of slow moving stock
- soiled or damaged goods
- goods close to use-by date
- end of season stock
- pricing policies, including GST requirements.

Legislative requirements may include:

- Trade Practices and Fair Trading Acts
- consumer law.

Store housekeeping and maintenance may include:

- store premises
- fittings
- fixtures
- equipment.

RANGE STATEMENT

- Contingency plan* may include:
- major spillages
 - flood, storm or cyclone
 - breakages
 - blackout
 - break-in.

Unit Sector(s)**Sector**

Cross-Sector

Competency field**Competency field**

Merchandising