



Australian Government

Department of Education, Employment and Workplace Relations

SIRXMER007A Demonstrate merchandising and category presentation skills

Revision Number: 1

SIRXMER007A Demonstrate merchandising and category presentation skills

Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to merchandise and present a wide variety of product categories in a range of presentation sites.

Application of the Unit

Application of the unit

This unit requires the team member to produce comprehensive working plans and safely build a range of displays selecting styles and composition that best promote the merchandise category. It involves the application design, planning and construction skills and knowledge in retail settings to accepted OHS standards. This unit may apply to frontline visual merchandise team members or 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 Produce comprehensive working plans.	<p>1.1 Identify relevant <i>product categories</i> in merchandising and presentation plans according to store merchandising policy and image.</p> <p>1.2 Produce photographic evidence of specific retail stores or spaces to be merchandised.</p> <p>1.3 Develop plans, including presentation sketches showing alternative developmental designs that support the photographic image where relevant.</p> <p>1.4 Distinguish product placement, <i>style</i> and methods of presentation on working plans.</p>
2 Produce colour blocked presentations of store interiors.	<p>2.1 Develop colour blocked <i>visuals</i> of store interiors in the following categories: wall fixture system, floor racks and floor gondola.</p> <p>2.2 Ensure visuals include a rationale for arrangement decisions and reflect monitoring and evaluation of customer responses and sales results.</p>

ELEMENT	PERFORMANCE CRITERIA
3 Produce strategically designed visual presentations for a range of merchandise categories.	<p>3.1 Approach <i>relevant store personnel</i> for product for use in displays according to store procedures.</p> <p>3.2 Produce rendered concept sketches for proposed visual presentations to industry clients or to meet store requirements.</p> <p>3.3 Apply industry standard visual presentation techniques according to store visual merchandising policy and <i>OHS</i> requirements for displays.</p> <p>3.4 Evaluate finished visual presentations in conjunction with relevant team members.</p>
4 Dress merchandisers.	<p>4.1 Select and assemble male, female and infant torso or bust, or abstract display forms according to the planned product presentation.</p> <p>4.2 Dress and accessorise fashion merchandisers to store standard, considering different seasonal directions and styling points.</p>

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:

- demonstrate adherence to safe working practices
- interpersonal communication skills to:
 - approach relevant store personnel for product for use in displays according to store procedures
 - evaluate finished visual presentations in conjunction with relevant team members 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
- use effective visual merchandising illustration skills
- effectively colour block store interiors
- effectively display merchandise
- apply analytical and decision-making skills.

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

- characteristics of and purpose of merchandising in both visual merchandising and retail operations
- role of merchandising in the retail industry
- business's target market and its impact on visual merchandising
- application of consumer demographics and psychographics
- lifestyle merchandising
- dealing with internal or external groups and individuals with regard to visual merchandising applications
- relevant OHS provisions
- relevant legislative provisions

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

EVIDENCE GUIDE

Guidelines for this Training Package.

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

Evidence of the following is essential:

- comprehensive working plans on the presentation and merchandising of product categories, including colour blocked store interiors
- strategically designed and produced visual displays for a range of product categories
- individual visual displays, including examples of each of the following styles:
 - basic
 - classic
 - traditional
 - designer
 - contemporary
 - lifestyle.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- a studio environment or IT hardware and design software
- relevant documentation, such as:
 - OHS requirements
 - industry codes of practice
 - store merchandising policies
- information on:
 - products and services
 - suppliers
 - new display technology.

EVIDENCE GUIDE

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
- a role play
- third-party reports from a supervisor
- a portfolio of personally developed visual merchandising presentation plans and photographs of completed in situ displays
- 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

- Product categories*** may include:
- food and liquor
 - fashion and accessories
 - footwear products and services
 - jewellery
 - hair, beauty and cosmetics products
 - electrical products
 - furniture products
 - soft furnishings, fabrics, manchester and haberdashery
 - floor covering products and services
 - hardware products and services
 - baby and toddler products
 - cameras, photographic equipment and services
 - computer products and services
 - sporting products and services
 - toys
 - books
 - newsagency products and services
 - music and audio products and services.
- Style*** may include:
- basic
 - classic
 - traditional
 - designer
 - contemporary
 - lifestyle.
- Visuals*** may include:
- stock arrangement according to price, size, colour and style
 - arrangement of colour ways
 - folding of fashion garments
 - price, size, style arrangement
 - stock placement on fixtures and racking
 - principles of balance and harmony.
- Relevant store personnel*** may include:
- managers
 - floor staff
 - logistics and store staff.

RANGE STATEMENT

OHS may include:

- safe lifting
- safe use of tools and equipment
- building safe display structures.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Merchandising