



**Australian Government**

# **SIRXMER201 Merchandise products**

**Release: 1**

## SIRXMER201 Merchandise products

### Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
First Release	This is a revised unit, based on and equivalent to SIRXMER001A Merchandise products.

### Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to merchandise products within a retail store. It involves the consistent application of store policies and procedures in regard to displaying, merchandising, ticketing, labelling, pricing and storing stock. It also includes the application of correct manual handling, storage and display techniques according to stock characteristics, industry codes of practice, and relevant legislation.

### Application of the Unit

This unit applies to frontline retail personnel.

### Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

### Pre-Requisites

Nil

### Employability Skills Information

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

### Elements and Performance Criteria

Element	Performance Criteria
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Place and arrange merchandise.	<p>1.1.Unpack <b><i>merchandise</i></b> according to <b><i>store policy and procedures</i></b> and <b><i>legislative requirements</i></b>.</p> <p>1.2.Place merchandise on floor, fixtures and shelves in determined locations according to work health and safety (WHS) legislative requirements.</p> <p>1.3.<b><i>Display</i></b> 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1.4.Identify damaged, soiled or out-of-date stock and take corrective action as required according to store procedures.</p> <p>1.5.Place stock range in line with fixtures, ticketing, prices and bar codes.</p> <p>1.6.Rotate stock according to stock requirements and store procedure.</p> <p>1.7.Ensure stock presentation conforms to special <b><i>handling techniques</i></b> and other <b><i>safety requirements</i></b>.</p>
2. Prepare and apply labels and tickets.	<p>2.1.Prepare <b><i>labels and tickets</i></b> for window, wall or floor displays according to store policy.</p> <p>2.2.Prepare tickets using electronic equipment or neatly by hand according to design specifications and store procedures.</p> <p>2.3.Identify soiled, damaged, illegible or incorrect labels and tickets and take corrective action according to store procedures.</p> <p>2.4.Use, maintain and store electronic ticketing and labelling equipment according to manufacturer's instructions and store procedures.</p> <p>2.5.Place labels and tickets visibly and correctly on merchandise.</p> <p>2.6.Replace labels and tickets according to store policy.</p>
3. Maintain displays.	<p>3.1.Reset or dismantle unsuitable or out-of-date displays and <b><i>special promotion areas</i></b> as directed.</p> <p>3.2.Assist supervisor in selection of merchandise for display.</p> <p>3.3.Arrange and face up merchandise as directed and according to layout specifications and load-bearing capacity of fixtures.</p> <p>3.4.Maintain correct pricing and information on merchandise according to store procedures, industry codes of practice and</p>

- legislative requirements.
- 3.5. Identify optimum stock levels and replenish stock according to store policy.
- 3.6. Remove excess packaging and maintain display areas in a clean and tidy condition.
- 4. Protect merchandise.
  - 4.1. Identify and apply correct handling, storage and display techniques according to stock characteristics and legislative requirements.

## Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

### Required skills

- literacy and numeracy skills to:
  - prepare machine or manual labels and tickets
  - read and interpret store procedures and guidelines
  - read and interpret manufacturer instructions
- self-management skills to complete tasks in a set timeframe
- technology skills to operate and maintain manual and electronic labelling and ticketing equipment

### Required knowledge

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

## Evidence Guide

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

### **Context of and specific resources for assessment**

Assessment must ensure access to:

- a real or simulated 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 WHS
  - manufacturer instructions and operation manuals for electronic ticketing equipment
  - relevant legislation and industry codes of practice.

**Method 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
- 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.

**Guidance information for assessment**

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

- SIRXSLS201 Sell products and services
- SIRXSLS002A Advise on products and services.

## 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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the individual, accessibility of the item, and local industry and regional contexts) may also be included.

***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
- Australian Consumer law.

***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.

***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)**

Cross-Sector

## **Competency Field**

Merchandising