



Australian Government

Department of Education, Employment and Workplace Relations

SIRXMER303 Coordinate merchandise presentation

Release: 1

SIRXMER303 Coordinate merchandise presentation

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 SIRXMER002A Coordinate merchandise presentation.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to apply knowledge of store merchandising and pricing policy and standards 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.

Application of the Unit

This unit applies to frontline visual merchandisers who supervise sales and other staff implementing and maintaining displays according to store merchandising standards.

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. Instruct and coordinate staff.	<p>1.1. Communicate and demonstrate store <i>display standards and requirements</i> to staff.</p> <p>1.2. Identify occurrence and timing of promotions and special events and inform staff.</p> <p>1.3. Identify items to be advertised or promoted, according to store merchandising policy and inform staff.</p> <p>1.4. Identify appropriate timing for dismantling and disposing of displays and inform staff.</p>
2. Supervise construction and maintenance of presentations.	<p>2.1. Plan and coordinate promotions and special events as directed by management.</p> <p>2.2. Plan and supervise construction and maintenance of <i>displays</i> in order to achieve balance and visual impact.</p> <p>2.3. Ensure product or service <i>display information</i> accurately depicts product or service being promoted.</p> <p>2.4. Ensure displays are completed according to required time schedule, with minimum disruption to <i>customer</i> service and traffic flow.</p> <p>2.5. Ensure displays are constructed and maintained in a safe and secure manner.</p> <p>2.6. Regularly monitor replenishment of merchandise and rotation of stock on store displays and take action as required.</p>
3. Implement merchandise pricing.	<p>3.1. Implement store policy and procedures in regard to pricing and ticketing.</p> <p>3.2. Identify current prices for products and services and amend according to store policy.</p> <p>3.3. Inform team members of price changes and current pricing policies.</p>
4. Review merchandise presentations.	<p>4.1. Evaluate promotions or special events against sales turnover and store presentation standards.</p> <p>4.2. Evaluate merchandise presentation against sales turnover and store presentation standards.</p> <p>4.3. Provide management with feedback in regard to improvement of</p>

store marketing and promotional activities.

Required Skills and Knowledge

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

Required skills

- communication and interpersonal skills to:
 - give instructions
 - provide feedback to management through clear and direct communication
 - provide information to staff
 - share information
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- literacy and numeracy skills to:
 - prepare machine or manual labels and tickets
 - present and price merchandise
 - read and interpret store policies and procedures
- observation skills to assess display and presentation compliance with visual merchandising standards
- technology skills to operate and maintain electronic labelling and ticketing equipment
- team leadership skills to:
 - instruct and support staff
 - supervise staff activities

Required knowledge

- availability and use of materials
- correct storage procedures for labelling and ticketing equipment and materials
- load-bearing capacity of fixtures and display areas
- location of display areas
- manufacturer specifications for the use of electronic labelling and ticketing equipment
- occurrence and timing of store promotions, including advertising, catalogues and special offers
- pricing procedures, including GST requirements
- principles and techniques of interpersonal communication skills
- principles of display and design
- procedure for accessing information and implementing price changes
- relevant industry codes of practice relating to coordinating merchandise presentation
- relevant legislation and statutory requirements relating to coordinating merchandise presentation, including Australian Consumer Law
- relevant work health and safety (WHS) legislation and codes of practice
- store policies and procedures in regard to:
 - efficient use of resources
 - merchandise range

- merchandising, pricing and ticketing
- minimum stock levels required
- stock rotation and replenishment
- storage of stock
- store promotional themes

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:

- implements and instructs staff regarding store display, merchandising, ticketing and pricing policies and procedures
- 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 disposing of displays
- evaluates and reports effectiveness of store merchandising and promotional activities to management and staff as required by store policies and procedures.

Context of and specific resources for assessment

Assessment must ensure access to:

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

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
- third-party reports from a supervisor
- customer feedback
- answers to questions about specific skills and knowledge.

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

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.

- Display standards and requirements*** may include:
- maintaining existing displays
 - safety
 - setting up new displays
 - ticketing and display signage.
- Staff*** may be:
- from a range of social, cultural and ethnic backgrounds
 - from within or outside own work team
 - full-time, part-time, casual or contract.
- Displays*** may be located in a variety of areas, including:
- fixtures on floor
 - interior or exterior
 - permanent or temporary
 - publicly accessible areas
 - shelves
 - walls
 - windows.
- Display information*** may include:
- discount information
 - price
 - product brand
 - special guarantees
 - product characteristics, such as:
 - size
 - weight capacity
 - materials.
- Customers*** may include:
- internal and external contacts
 - new or repeat contacts
 - people from a range of social, cultural and ethnic backgrounds
 - people with varying physical and mental abilities.

Unit Sector(s)

Cross-Sector

Competency Field

Merchandising