



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SIRXMER407 Plan and build visual presentations for a range of merchandise categories**

Release: 1

## **SIRXMER407 Plan and build visual presentations for a range of merchandise categories**

### **Modification History**

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

<b>Release</b>	<b>Comments</b>
First Release	This is a revised unit, based on and equivalent to SIRXMER007A Demonstrate merchandising and category presentation skills.

### **Unit Descriptor**

This unit describes the performance outcomes, skills and knowledge required to produce comprehensive working plans and safely build a range of displays, selecting styles and compositions that best promote the merchandise category. It involves the application of design, planning and construction skills and knowledge in retail settings to accepted work health and safety (WHS) standards.

### **Application of the Unit**

This unit applies to frontline visual merchandise team members or managers who produce comprehensive working plans for, and safely build, a range of merchandise displays.

### **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. Produce comprehensive working plans.	<p>1.1. Identify relevant <b><i>product categories</i></b> 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, <b><i>style</i></b> and methods of presentation on working plans.</p>
2. Produce colour blocked presentations of store interiors.	<p>2.1. Develop colour blocked <b><i>visuals</i></b> of store interiors for wall fixture systems, floor racks and floor gondolas.</p> <p>2.2. Ensure visuals include a rationale for arrangement decisions and reflect monitoring and evaluation of customer responses and sales results.</p>
3. Produce strategically designed visual presentations for a range of merchandise categories.	<p>3.1. Approach <b><i>relevant store personnel</i></b> 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 <b><i>work health and safety</i></b> 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 child 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

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

### Required skills

- analytical and decision-making skills to determine merchandise category presentation
- artistic interpretation skills to:
  - colour block store interiors
  - display merchandise
  - produce illustrations
- communication and interpersonal skills to:
  - ask questions to identify and confirm requirements
  - 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
  - use and interpret non-verbal communication
  - use language and concepts appropriate to cultural differences
- practical skills to follow safe work practices

### Required knowledge

- application of consumer demographics and psychographics
- business's target market and its impact on visual merchandising
- characteristics and purpose of merchandising in both visual merchandising and retail operations
- dealing with internal or external groups and individuals with regard to visual merchandising applications
- lifestyle merchandising
- relevant legislation and statutory requirements, including work health and safety (WHS)
- role of merchandising in the retail industry

## 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:

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

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

Assessment must ensure access to:

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

### **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
- 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.

**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.

***Product categories*** may include:

- baby and toddler products
- books
- cameras, photographic equipment and services
- computer products and services
- electrical products
- fashion and accessories
- floor covering products and services
- food and liquor
- footwear products and services
- furniture products
- hair, beauty and cosmetics products
- hardware products and services
- jewellery
- music and audio products and services
- newsagency products and services
- soft furnishings, fabrics, manchester and haberdashery
- sporting products and services
- toys.

***Style*** may include:

- basic
- classic
- contemporary
- designer
- lifestyle
- traditional.

***Visuals*** may include:

- arrangement of colour ways
- folding of fashion garments
- price, size and style arrangement
- principles of balance and harmony
- stock arrangement according to price, size, colour and style
- stock placement on fixtures and racking.

***Relevant store***

***personnel*** may include:

- floor staff
- logistics and store staff
- managers.

***Work health and safety***

- building safe display structures

may include:

- safe lifting
- safe use of tools and equipment.

## **Unit Sector(s)**

Cross-Sector

## **Competency Field**

Merchandising