Australian Government

Department of Education, Employment and Workplace Relations

SIRXMGT004A Analyse and communicate information

Revision Number: 2

INDUSTRY
SKILLS
COUNCILS
Creating Australia's Future

SIRXMGT004A Analyse and communicate information

Modification History

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

Release	Comments
Second Release	Editorial updates

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to analyse and communicate information in a retail environment.

Application of the Unit

This unit applies to personnel in the retail industry who gather information from a wide variety of sources, analysing it and using it for planning purposes.

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. Review external operating environment.	1.1. Develop strategies to maximise the understanding of the store's *external operating environment*. 1.2. Review operating environment using *relevant sources of information*. 1.3. Analyse external operating environment using current, accurate information that reflects emerging and predicted trends. 1.4. Review systems to reflect possible future store operating *policy and procedures*, technology, partners, competitors and other relevant organisations.
2. Identify and evaluate competitors.	2.1. Identify and evaluate strengths and weaknesses of existing and potential competitors using accurate and current information. 2.2. Gain information from ethical, cost-effective sources according to store policy. 2.3. Adjust store plans and targets, according to information gained from external operating environment to maximise success of store operation.
3. Assess internal strengths.	3.1. Evaluate opportunities for new and existing products and services in response to internal strengths and external factors. 3.2. Evaluate merchandise or service delivery using accurate, current information.
4. Forecast trends and developments.	4.1. Regularly project future trends and developments using accurate, current information. 4.2. Clearly identify impact of future trends and developments on store operations. 4.3. Regularly investigate and assess new technology for possible store application. 4.4. Report *research, analysis and forecasts* using accurate qualitative and quantitative information.
5. Recommend and implement improvements.	5.1. Recommend and implement improvements based on forecasts. 5.2. Develop and implement strategies to maximise future business, customer service and profit.
6. Respond to change.	6.1. Identify changes in *internal operating environment* accurately

	and promptly.
	6.2. Develop and implement policy and procedures to effectively respond to changes in internal and external operating environment without undue delay.
7. Communicate internally and externally.	7.1. Implement internal and external correspondence or personal *communications* according to store policy and procedures.
	7.2. Ensure personal presentation is professional and in line with store policy.
	7.3. Summarise written communications to convey key points that are clear, concise and in line with store policies.

Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

Required skills

- interpersonal skills to conduct public speaking and group presentation
- analytical skills to conduct qualitative and quantitative analysis
- literacy and numeracy skills in regard to:
  - preparation, analysis, evaluation, summary and reporting of forecasts, trends and recommendations and business correspondence
  - using and applying technology

Required knowledge

- store policy and procedures in regard to:
  - information on internal and external operating environment
  - review of internal and external operating environment
  - interpersonal communication
  - personal presentation
  - business correspondence
- social, cultural environment
- characteristics of customers
- market for store products and services
- pricing policies and procedures
- sources of supply of products and services
- competitors
- existing and new technology
- principles and techniques in change management

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: • identifies and analyses information about features of the operating environment that now, or in the future will affect store retail operations • identifies and implements changes to maximise future business, customer service and profit • develops and implements strategies to implement changes • produces written communications to convey key points that are clear, concise and in line with store policy.
Context of and specific resources for assessment	Assessment must ensure access to: • a retail work environment • relevant documentation, such as: • store policy on communication • legislation and statutory requirements • information on: • markets • competitors • products and services • suppliers • new technology.
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 • written or verbal questioning to assess knowledge and understanding • 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.

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.

External operating environment may include:	• markets, such as advertising and marketing targets, customers, local culture and environment • competitors, for example, product and service range, pricing policies, marketing policies • new or existing products and services, suppliers, technology • government and legislative bodies affecting employment conditions, staff, trade practices, consumer law and WHS.
Relevant sources of information may include:	• contacts with others inside or outside the store • customers • staff • publications • business journals • newspapers • conferences and courses • internet • statistics • observation • market research.
Store ***policy and procedures*** in regard to:	• information and review of internal and external operating environment • modes of communication and reporting.
Research, ***analysis and forecasting*** techniques may include:	• written or verbal data • surveys • formal or informal meetings • quantitative and qualitative data • management of information technology systems.
Internal operating environment may include:	• operating climate and culture • existing merchandise and service range • possible future merchandise and service range • possible future retail technology systems • problems in sales and service delivery • customers • staff

	• management
	• management information systems.
Communications may include:	• internal or external contacts
	• personal, face-to-face, or electronic media
	• written correspondence
	• memorandums
	• routine or specialist reports.

Unit Sector(s)

Cross-Sector

Competency field

Management and Leadership