



Australian Government

Department of Education, Employment and Workplace Relations

SIRXMPR001A Profile a retail market

Revision Number: 1

SIRXMPR001A Profile a retail market

Modification History

Not applicable.

Unit Descriptor

Unit descriptor This unit describes the performance outcomes, skills and knowledge required to profile a retail market.

Application of the Unit

Application of the unit This unit involves reviewing the image of the store, researching market demands, profiling store customers and implementing methods to attract customers to the store.

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 Review the image of the store.	1.1 Analyse the <i>components of the store image</i> . 1.2 Access and analyse relevant <i>store documentation</i> in relation to store image. 1.3 Promote the store image in an appropriate manner.
2 Research market demands for the store.	2.1 Select an <i>appropriate area for research</i> of market demands. 2.2 Use appropriate <i>market research techniques</i> according to <i>store policy</i> . 2.3 Plan market research according to store policy and procedures. 2.4 Collect, analyse and present <i>data</i> in an appropriate manner.

ELEMENT	PERFORMANCE CRITERIA
3 Profile the store's customers.	3.1 Research the demography of the store's <i>customers</i> . 3.2 Develop a demographic <i>profile</i> . 3.3 Access information about <i>changing trends</i> and relate to <i>customer demands</i> .
4 Implement methods to attract customers to store.	4.1 Access and analyse information about the customer. 4.2 Generate <i>ideas</i> to develop <i>methods for attracting customers</i> . 4.3 Select and develop a suitable idea in collaboration with others in the organisation. 4.4 Present and discuss the idea with <i>relevant personnel</i> . 4.5 <i>Evaluate</i> the idea to ensure that it meets the requirements for the target customers.

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:

- interpersonal communication skills to:
 - carry out market research
 - generate ideas and discuss with relevant personnel 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
- literacy and numerical skills related to:
 - reading and understanding store policy and procedures
 - research
 - data analysis
 - generating reports
- collaboration and teamwork.

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

- store policy and procedures in regard to:
 - accessing documentation
 - promoting store image
- market research methods
- evaluation methods
- creative thinking techniques
- techniques in interpersonal communication.

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 Guidelines for this Training Package.

EVIDENCE GUIDE

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

Evidence of the following is essential:

- analyses components of the store image by accessing relevant store documentation
- promotes the store image in an appropriate manner
- researches market demands using appropriate market research techniques
- accurately profiles store customers
- generates ideas for attracting customers to store
- selects and develops a suitable idea in collaboration with others
- presents and discusses idea with supervisor
- evaluates idea to ensure that it meets requirements for target customers
- implements the idea according to store policies and budgetary requirements.

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work environment
- relevant documentation, such as:

store policy and procedures manuals

store documentation in relation to store image

market data.

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 the candidate in the workplace
- third-party reports from a supervisor
- case studies
- research reports
- written or verbal questioning to assess knowledge and understanding
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

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.

Components of the store image may include:

- logo
- products
- services
- layouts

RANGE STATEMENT

- displays
- tickets
- visual merchandising
- promotional events and themes.

Store documentation may include:

- sales reports
- customer surveys
- market research.

Appropriate areas for research may focus on:

- location
- consumer
- product
- brand
- price
- layout
- advertising.

Market research techniques may include:

- interviews
- observations
- surveys
- questionnaires.

Store policy may relate to:

- marketing
- market research.

Data may include:

- internal: customer orders, random surveys, complaints, returns
- external: ABS statistics, books, newspaper reports, supplier information.

RANGE STATEMENT

Customers may include:

- new or repeat contacts
- external and internal contacts
- business customers or individuals
- customers with routine or special requests
- people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.

Demographic *profile* may include:

- age
- buying power
- family structures
- employment patterns
- education levels
- tourism
- mobility
- occupations
- marital status
- cultural and ethnic background
- income levels
- population size.

Changing trends may include:

- tourism
- immigration
- technology
- selling approaches
- leisure time
- environmental issues
- discount operators
- quality demands
- advances in technology.

RANGE STATEMENT

Customer demands may vary according to:

- preference
- health factors
- age
- cultural group
- dietary issues
- price.

Ideas may be generated using techniques such as:

- product association
- brainstorming
- visualising
- telling stories
- creative writing
- lateral thinking
- mind mapping, drawings
- using prompts.

Methods for attracting customers may include:

- advertising
- seasonal promotions
- new product launches
- public relations
- publicity.

Relevant personnel may include:

- team leader
- supervisor
- manager.

Methods used to *evaluate* ideas may include:

- developing checklists
- discussing the process with colleagues or supervisors
- writing a report of the outcomes.

Unit Sector(s)

Sector Cross-Sector

Competency field

Competency field Marketing and Public Relations