



Australian Government

Department of Education, Employment and Workplace Relations

WRRM1B Merchandise products

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit encompasses the skills, knowledge and attitudes required to merchandise products within a retail store. It involves the arrangement and presentation of merchandise, setting up and maintaining displays and labelling or pricing stock.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Place and arrange merchandise	1.1 Merchandise unpacked in accordance with store procedures. 1.2 Merchandise placed on floor, fixtures and shelves in determined locations. 1.3 Merchandise displayed to achieve a balanced fully stocked appearance and promote sales. 1.4 Damaged, soiled or out of date stock identified and corrective action taken as required according to store procedure. 1.5 Stock range placed to conform with fixtures, ticketing, prices or bar codes. 1.6 Stock rotated according to stock requirements and store procedure. 1.7 Stock presentation conforms to special handling techniques and other safety requirements.
2 Prepare display labels/tickets	2.1 Labels/tickets for window, wall or floor displays prepared according to store policy. 2.2 Tickets prepared using electronic equipment or neatly by hand according to store procedures. 2.3 Soiled, damaged, illegible or incorrect labels/tickets identified and corrective action taken. 2.4 Electronic ticketing equipment used and maintained according to design specifications. 2.5 Ticketing equipment maintained and stored in a secure location.
3 Place, arrange and display price tickets and labels	3.1 Tickets/labels are visible and correctly placed on merchandise. 3.2 Labels/tickets replaced according to store policy. 3.3 Correct pricing and information maintained on merchandise according to store procedures,

- industry codes of practice and legislative requirements.
- 4 Maintain displays
 - 4.1 Special promotion areas reset and dismantled.
 - 4.2 Supervisor assisted in selection of merchandise for display.
 - 4.3 Merchandise arranged/faced up as directed and/or according to layout specifications and load bearing capacity of fixtures.
 - 4.4 Unsuitable or out of date displays identified, reset and/or removed as directed.
 - 4.5 Optimum stock levels identified and stock replenished according to store policy.
 - 4.6 Display areas maintained in a clean and tidy manner.
 - 4.7 Excess packaging removed from display areas.
 - 5 Protect merchandise
 - 5.1 Correct handling, storage and display techniques identified and used according to stock characteristics and legislative requirements.

Required Skills and Knowledge

Not applicable.

Evidence Guide

The following components of the evidence guide relate directly to the performance criteria and the range of variables for the unit of competency and provide guidance for assessment of the unit in the workplace and/or training program.

Critical Aspects of Evidence

Competency in this unit requires evidence that the candidate:

Consistently applies store policies and procedures in regard to displaying, merchandising, ticketing, pricing and storage of stock.

Displays merchandise on floor, fixtures, shelves/display areas, in determined locations, in accordance with 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

manufacturers' instructions and design specifications.

Arranges correct pricing and information on merchandise according to store procedures, industry codes and government requirements.

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 in accordance with store procedures and legislative requirements.

Performs correct manual handling, storage and display techniques according to:

stock characteristics

industry codes of practice

occupational health and safety legislation/regulations/codes of practice.

Underpinning Skills and Knowledge

Knowledge and skills are essential to apply this unit in the workplace, to transfer to other contexts and deal with unplanned events. The requirements for this unit of competency are listed on the following page:

Knowledge of:

Store policies and procedures, in regard to:

merchandising, ticketing and pricing of stock

correct storage of stock

store promotional themes, including advertising, catalogues and special offers

location of display areas

availability and use of display materials

stock rotation

stock replenishment

merchandise range

scheduling for building or rotating displays

correct storage procedures for labelling/ticketing equipment and materials

Correct manual handling techniques for protection of self and merchandise

Principles of display

Elements and principles of design and trends in retail design

Relevant occupational health and safety regulations including:

manual handling
hygiene and sanitation
hazardous substances
labelling of workplace substances

Relevant legislation and statutory requirements

Pricing procedures including inclusion/exclusion of Goods and Services Tax (GST)

Relevant industry codes of practice

Skills in:

Use and maintenance of manual and electronic labelling/ticketing equipment

Completing tasks in a set time frame

Literacy and numeracy skills in relation to:

reading and interpreting store procedures and guidelines

machine or manual preparation of labels/tickets

reading and understanding manufacturer's instructions

Generic Process Skills

There are a number of processes that are learnt throughout work and life which are required in all jobs. They are fundamental processes and generally transferable to other work functions.

Some of these are covered by the **key competencies**, although others may be added. The questions below highlight how these processes are applied in this unit of competency.

Following each question a number indicates the level to which the key competency needs to be demonstrated where 0 = not required, 1 = perform the process, 2 = perform and administer the process, and 3 = perform, administer and design the process.

How can **communication of ideas and information** be applied?

Information on arranging merchandise may need to be communicated to others. (1)

How can **information be collected, analysed and organised**?

Store procedures for arranging merchandise and preparing display tickets/labels will need to be collected, analysed and organised. (1)

How are **activities planned and organised**?

Placing and arranging merchandise will require planning and organising. (1)

How can **team work** be applied?

Team work may be required to complete and maintain display areas. (1)

How can the use of **mathematical ideas and techniques** be applied?

Maintaining stock levels and replenishing stock may require the use of mathematical ideas and techniques. (1)

How can **problem solving skills** be applied?

Problem solving skills may be applied when identifying merchandise for display. (1)

How can the **use of technology** be applied?

The use of technology may be required for preparing display tickets/labels. (1)

Context of Assessment

Assessment Process

For valid and reliable assessment of this unit, evidence should be gathered through a range of methods to indicate consistent performance.

It can be gathered from assessment of the unit of competency alone, through an integrated assessment activity or through a combination of both.

Evidence should be gathered as part of the learning process.

Integrated Competency Assessment

Evidence is most relevant when provided through an integrated activity which combines the elements of competency for each unit, or a cluster of units of competency.

The candidate will be required to

Apply knowledge and skills which underpin the process required to demonstrate competence, including appropriate key competencies.

Integrate knowledge and skills critical to demonstrating competence in this unit.

Unit WRRM1B can be assessed with the following units:

WRRS2B Advise on products and services

WRRS1B Sell products and services

Evidence Gathering Methods

Evidence should include products, processes and procedures from the workplace context.

Evidence might include:

Observation of the person in the workplace

Third party reports from a supervisor

Customer feedback

Answers to questions about specific skills and knowledge

Resources Required

A 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 occupational health and safety

manufacturer's instructions/operation manuals on electronic ticketing equipment

relevant legislation and industry codes of practice

The following components of the evidence guide relate directly to the performance criteria and the range of variables for the unit of competency and provide guidance for assessment of the unit in the workplace and/or training program.

Critical Aspects of Evidence

Competency in this unit requires evidence that the candidate:

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Displays merchandise on floor, fixtures, shelves/display areas, in determined locations, in accordance with 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

manufacturers' instructions and design specifications.

Arranges correct pricing and information on merchandise according to store procedures, industry codes and government requirements.

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 in accordance with store procedures and legislative requirements.

Performs correct manual handling, storage and display techniques according to:

stock characteristics

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store promotional themes, including advertising, catalogues and special offers

location of display areas

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Principles of display

Elements and principles of design and trends in retail design

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hazardous substances

labelling of workplace substances

Relevant legislation and statutory requirements

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Skills in:

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Completing tasks in a set time frame

Literacy and numeracy skills in relation to:

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Generic Process Skills

There are a number of processes that are learnt throughout work and life which are required in all jobs. They are fundamental processes and generally transferable to other work functions. Some of these are covered by the **key competencies**, although others may be added. The questions below highlight how these processes are applied in this unit of competency.

Following each question a number indicates the level to which the key competency needs to be demonstrated where 0 = not required, 1 = perform the process, 2 = perform and administer the process, and 3 = perform, administer and design the process.

How can **communication of ideas and information** be applied?

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Unit WRRM1B can be assessed with the following units:

WRRS2B Advise on products and services

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Cleaning materials

Relevant documentation, such as:

store policy and procedure manuals on housekeeping, merchandising and occupational health and safety

manufacturer's instructions/operation manuals on electronic ticketing equipment

relevant legislation and industry codes of practice

Range Statement

The Range of Variables provide the range of applications of this unit of competency to allow for differences within enterprises and workplaces. It provides details of practices, knowledge and requirements referred to in the elements and performance criteria. The variables chosen in training and assessment will depend on the work contexts.

The following variables may include but are not limited to:

Store policy and procedures in regard to:

merchandising of stock

preparing and displaying tickets/labels

maintaining displays

Displays may include:

setting new displays

maintaining existing ones

Tickets and pricing requirements may include:

pricing gun

shelf tickets

shelf talkers

written labels

swing ticketing

bar coding

price boards

header boards

Handling techniques may vary according to:

stock characteristics

industry codes of practice

Merchandise may be characterised by:

type

brand

size

customer needs

colour

price

Legislative requirements may include:

pricing requirements including Goods and Services Tax (GST) requirements

industry codes of practice

discounted items

Trade Practices and Fair Trading Acts

Safety requirements may include:

transport, storage and handling of goods

hazardous substances

labelling of workplace substances

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Merchandise may be characterised by:
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Legislative requirements may include:
pricing requirements including Goods and Services Tax (GST) requirements
industry codes of practice
discounted items
Trade Practices and Fair Trading Acts
Safety requirements may include:
transport, storage and handling of goods
hazardous substances
labelling of workplace substances

Unit Sector(s)

Not applicable.