



Australian Government

AMPR307 Merchandise products, services

Release: 1

AMPR307 Merchandise products, services

Modification History

Release	TP Version	Comment
1	AMPv1.0	Initial release

Application

This unit describes the skills and knowledge required to arrange and present products and services within the workplace. It includes pricing, set-up of display cabinets, stock bins, product displays, signage, ticketing, wrapping of products and merchandising strategies.

This unit is applicable to workers in meat retailing enterprises.

All training must be conducted in accordance with Australian meat industry standards and regulations.

All work should be carried out to comply with workplace, regulatory and hygiene standards.

This unit applies to individuals who work under broad supervision and take responsibility for their own work.

No occupational licensing, legislative or certification requirements are known to apply to this unit at the time of publication.

Pre-requisite Unit

Nil.

Unit Sector

Elements and Performance Criteria

Element	Performance criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Price and weigh products for display	1.1 Weigh products 1.2 Price products to workplace requirements 1.3 Place price tickets on products in accordance with workplace requirements 1.4 Mark prices on pre-packaged trays

Element	Performance criteria
2. Arrange meat for display	2.1 Trim meat for display purposes in accordance with workplace, hygiene and regulatory requirements 2.2 Arrange meat on trays according to workplace, hygiene and regulatory requirements
3. Layout cabinets to display products and services	3.1 Display meat, trays and other products in window and cabinets in accordance with workplace, hygiene and regulatory requirements 3.2 Position trays in window to take most advantage of colour and design and in accordance with workplace, hygiene and regulatory requirements 3.3 Display meat and other products to ensure maintenance of product quality and food safety 3.4 Regularly replenish cabinets and windows with stock to maintain presentation 3.5 Intersperse trays with other products and garnishing to provide attractive display in accordance with workplace requirements, hygiene and regulatory requirements 3.6 Set layout to reflect advertising and seasonal promotions
4. Maintain stock presentation	4.1 Display meat and other products to ensure maintenance of product quality and safety 4.2 Regularly replenish cabinets and windows with stock to maintain presentation
5. Position displays for impulse buying	5.1 Identify key positions to place displays for maximum sales effect 5.2 Identify local, cultural and ethnic needs, seasons or events 5.3 Plan and prepare displays in accordance with workplace requirements
6. Organise signs and tickets	6.1 Display signage, labels and price tickets visibly and legibly, with accurate information 6.2 Place signage, labels and price tickets to workplace specifications
7. Wrap meat and other products for display	7.1 Wrap and/or packed meat for display in accordance with health and workplace requirements
8. Contribute to the development of workplace marketing and merchandising strategy	8.1 Participate in workplace promotional activities 8.2 Recommend promotional events and strategies to be conducted within the workplace to the manager

Foundation Skills

Foundation Skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Unit Mapping Information

MTMR307C Merchandise products, services	E
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Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=5e2e56b7-698f-4822-84bb-25adbb8443a7>

Assessment Requirements for AMPR307 Merchandise products, services

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Performance Evidence

Evidence must demonstrate the candidate's consistency of performance over time.

The candidate must:

- plan a display:
 - follow health and hygiene requirements
 - plan a cabinet layout
 - plan window displays
 - select products to be displayed
 - trim meat for display purposes
- portion products in display to increase sales of particular items
- weigh products accurately
- label products according to workplace and regulatory requirements
- mark prices on stock to match stock records
- demonstrate the effective and attractive laying out of a cabinet or window according to a pre-determined plan
- position displays to gain attention of customers
- demonstrate a range of merchandising strategies
- explain a range of advertising and seasonal promotions
- work with team members to carry out tasks
- evaluate effectiveness of display for selling products
- apply relevant workplace health and safety requirements
- use communication skills appropriate to the task
- use mathematical skills appropriate to the task

Knowledge Evidence

The candidate must demonstrate a factual, technical, procedural and theoretical knowledge of:

- key positions to display products for maximum sales effect
- merchandising strategies

- methods of maintaining product quality of displays
- workplace policy for cabinet and window displays
- relevant workplace health and safety requirements

Assessment Conditions

Competency in this unit must be demonstrated over time and under typical operating conditions for the enterprise.

Assessment must occur in the workplace under normal enterprise or production conditions or in a simulated environment.

The following three forms of assessment must be used:

- quiz of underpinning knowledge
- demonstration in the workplace or simulated environment
- workplace referee or third-party report of performance over time

Assessors must satisfy current standards for RTOs.

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