



Australian Government

SFLSOP006 Display and merchandise floristry products

Release: 1

SFLSOP006 Display and merchandise floristry products

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan for, display and merchandise floristry stock items made for general sale as well as flowers, plants, perishable and non-perishable ancillary merchandise.

This unit applies to those floristry industry businesses which have a shop front presence or a display area to promote products including traditional retailers and online businesses that operate a retail outlet. It applies to florists who work with some level of independence and under limited supervision and guidance from others.

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

Pre-requisite Unit

Nil

Competency Field

Sales and Operations

Unit Sector

Floristry

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Identify display requirements.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1 Determine promotional purpose of display and generate initial ideas for style.
- 1.2 Discuss ideas with relevant personnel, seek advice and confirm display requirements.
- 1.3 Consider and apply elements and principles of design when generating display ideas.
- 1.4 Choose and adjust display area to best meet identified purpose; consider space and environmental constraints.

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| | 1.5 Develop a simple plan, itemising display components. |
| 2. Select display components. | 2.1 Recognise and select flower and plant materials, ancillary and presentation items and sort in preparation for display.
2.2 Check that flower and plant materials have been correctly prepared and conditioned.
2.3 Recognise and report any spoilt materials and rectify according to level of individual responsibility |
| 3. Display floristry stock and merchandise. | 3.1 Prepare correct environmental conditions for display.
3.2 Display floristry products considering and applying elements and principles of design.
3.3 Ensure displays achieve a balanced, fully stocked appearance.
3.4 Identify fragile, perishable or expensive stock and display with extra care to prevent damage or spoilage. |
| 4. Prepare and arrange display labels and tickets. | 4.1 Prepare product labels and price tickets using electronic equipment or neatly by hand.
4.2 Place product labels and price tickets visibly on or near merchandise.
4.3 Maintain correct and current pricing information for merchandise; correct and report errors. |
| 5. Refine and rotate displays. | 5.1 Review displays and refine as required.
5.2 Ensure display meets promotional purpose; monitor sales and adjust as required.
5.3 Rotate displayed flowers, plant materials and perishable goods for maximum use according to vase life and expiration dates.
5.4 Replenish displays to ensure maximum sales. |

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed below:

Skill	Description
Reading skills to:	interpret detailed organisational procedures for pricing.
Oral communication skills to:	ask open and closed probe questions and actively listen to clarify display purpose and seek ideas for and feedback on displays.
Numeracy skills to:	complete calculations for the display quantity of flower, plant and other materials

- calculate the dimensions of display areas and appropriate size of displays to suit
- interpret basic pricing information from in-house documents.
- Teamwork skills to: • discuss display ideas with other florists and take account of their feedback.
- Planning and organising skills to: • complete preparation and display activities in a logical and time-efficient sequence using a simple plan to guide activities.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1fbe7a66-4c60-4b1c-8616-a3e693d9d8b9>

Assessment Requirements for SFLSOP006 Display and merchandise floristry products

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- plan for and create one display for each of the following shopfront areas which must be of consistent quality and of varying sizes and complexities:
 - counter
 - display fixture or cabinet
 - floor space
 - front of shop and other outdoor space
 - moveable shelves
 - window
- use these materials across the suite of displays:
 - fresh and dry flower and plant materials:
 - non-Australian species whether they are grown in Australia or overseas
 - Australian species
 - gift cards
 - gifts
 - novelties
 - potted plants.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- fundamental characteristics of elements and principles of design, their primary interrelationships and use in the display and merchandise of floristry products:
 - elements of design:
 - texture
 - form
 - colour
 - space
 - line
 - principles of design:

- harmony
- rhythm
- balance
- dominance
- scale
- proportion
- contrast
- optimum environmental display conditions, including temperature, light and humidity controls, for a wide variety of:
 - fresh and dry flower and plant materials:
 - non-Australian species whether they are grown in Australia or overseas
 - Australian species
 - potted plants
- features of spoilt flower and plant materials
- a range of formats for and inclusions of simple display plans for floristry products
- floristry industry and organisational procedures for pricing and labelling floristry stock items for general sale.

Assessment Conditions

Skills must be demonstrated in a floristry environment with a shop front presence or a display area for the promotion of products. This can be:

- an industry workplace
- a simulated industry environment operated within a training organisation.

Assessment must ensure use of:

- counters
- display fixtures or cabinets
- moveable shelves
- containers:
 - decorative containers and vessels
 - vases
- ladders
- mechanical or electronic labelling equipment
- a diverse, commercial range of floristry stock:
 - fresh and dry flower and plant materials:
 - non-Australian species whether they are grown in Australia or overseas
 - Australian species
 - gift cards
 - gifts

- novelties
- potted plants
- templates to record display plans
- organisational procedures for pricing
- product pricing information for display items:
 - price lists
 - product labels and price tickets
- other florists with whom the individual can interact to discuss display ideas; these can be:
 - florists in an industry workplace or
 - people who participate in project activities, role plays or simulated activities, set up for the purpose of assessment, within a training organisation
- assessment activities that allow the individual to work with commercial speed, timing and productivity to complete display plans and create displays within nominated deadlines.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors, and:

- hold a qualification or Statement of Attainment in Floristry which includes this unit of competency or equivalent; and
- have worked as a florist in the industry for at least three years where they have applied this unit of competency or equivalent.

Links

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