



Australian Government

SIRRMER001 Produce visual merchandise displays

Release: 1

SIRRMER001 Produce visual merchandise displays

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to display retail merchandise. It requires the ability to prepare, produce and maintain merchandise displays in accordance with visual merchandising requirements.

This unit applies to all businesses that sell retail merchandise. It applies to frontline personnel who have limited autonomy and work under close supervision and guidance of others in frontline operational roles. However; in smaller businesses, senior personnel might also undertake this function.

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

Pre-requisite Unit

Nil

Competency Field

Merchandising

Unit Sector

Retail

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Prepare to produce visual merchandise display.

PERFORMANCE CRITERIA

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

- 1.1. Review visual merchandising display guidelines, and seek clarification as required.
- 1.2. Obtain merchandise, materials and equipment required for the display.
- 1.3. Prepare product labels and price tickets from in-house documents and according to organisational requirements.
- 1.4. Unpack merchandise according to manufacturer instructions.

2. Display merchandise.
 - 2.1. Produce display following visual merchandising display guidelines.
 - 2.2. Ensure merchandise is displayed according to manufacturer instructions where specific requirements for display and storage exist.
 - 2.3. Display merchandise labels and price tickets according to organisational requirements.
 - 2.4. Handle and move stock and equipment according to safe manual handling guidelines to prevent injury to self.
 - 2.5. Promptly return excess stock to storage area, and store according to organisational requirements.
 - 2.6. Check and ensure area around the display remains clear of debris.
3. Maintain display.
 - 3.1. Review displays against visual merchandising display guidelines, and refine as required.
 - 3.2. Maintain clear and correct product and pricing information for merchandise.
 - 3.3. Identify damaged or out of date stock, and remove from display as required.
 - 3.4. Rotate and replenish merchandise to maintain optimum stock levels.
 - 3.5. Monitor the display regularly to maintain appearance and cleanliness of display and display area.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

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|------------------------------------|--|
| Reading skills to: | <ul style="list-style-type: none">interpret plain English documents that outline organisational policies and procedures related to display of merchandise. |
| Numeracy skills to: | <ul style="list-style-type: none">estimate dimensions of display areas and appropriate size of displays from display documentation. |
| Planning and organising skills to: | <ul style="list-style-type: none">prepare for display and complete display activities in a logical and time-efficient sequence. |
| Technology skills to: | <ul style="list-style-type: none">prepare product labels and price tickets. |

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>

Assessment Requirements for SIRRMER001 Produce visual merchandise displays

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:

- follow merchandising display guidelines and organisational procedures to prepare and produce three merchandise displays, from the following list, of varying sizes and complexities:
 - an existing merchandise range
 - a new merchandise range
 - a seasonal merchandise range
 - a promotional event
 - discounted merchandise
- maintain each of the above displays and display area, adequate stock level and appearance of display.

Knowledge Evidence

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

- basic principles of visual merchandising as they relate to producing retail visual merchandise displays
- visual merchandise display guidelines and how they are used in creating a retail displays
- organisational procedures for:
 - correct manual handling techniques for protection of self and merchandise
 - correct storage of merchandise and equipment
 - damaged or out of date stock
 - maintenance of display areas
 - merchandise rotation and replenishment
 - product labelling and pricing
 - unpacking merchandise.

Assessment Conditions

Skills must be demonstrated in a retail environment. This can be:

- an industry workplace

- a simulated industry environment.

Assessment must ensure access to:

- a range of retail merchandise
- display areas
- retail display equipment and props
- product labels and price tickets
- ticketing and pricing equipment
- organisational visual merchandise display guidelines
- organisational procedures for:
 - manual handling techniques for protection of self and merchandise
 - storage of merchandise and equipment
 - damaged or out of date stock
 - maintenance of display areas
 - merchandise rotation and replenishment
 - product labelling and pricing
 - unpacking merchandise
- assessment activities that allow the individual to:
 - work within commercial speed, timing and productivity
 - manage tasks and contingencies in the context of the job role.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

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