



Australian Government

Assessment Requirements for SIRRMER003 Coordinate visual merchandising activities

Release: 1

Assessment Requirements for SIRRMER003 Coordinate visual merchandising activities

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 policies and procedures to coordinate visual merchandise activities for two of the following:
 - an existing merchandise range
 - a new merchandise range
 - a seasonal merchandise range
 - a promotional event
 - discounted merchandise
- for each of the above visual merchandising activities:
 - communicate requirements with team members
 - monitor visual merchandising displays and standards
- report on the effectiveness of the above merchandising activities.

Knowledge Evidence

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

- organisational policies and procedures for:
 - merchandise labelling and pricing
 - required stock levels
 - merchandise rotation and replenishment
- organisational visual merchandise standards and guidelines and their application to visual merchandising activities
- key aspects of relevant industry codes of practice, legislation and statutory requirements for coordinating merchandise presentation:
 - Australian Consumer Law
 - Work Health and Safety (WHS)
- objectives and use of visual merchandise displays
- interpretation of scaled versions of store design, layout and fixture placements
- techniques for creating effective visual merchandise displays:
 - types of displays and their impact

- display location
- display lighting
- display signage
- fundamental elements and principles of visual design and their use in the display and merchandise of products
- commercial impact of incorrect pricing both favourable and unfavourable:
 - customer complaints
 - profitability
- safe work practices for displaying merchandise with particular emphasis on:
 - safe use of equipment
 - safe manual handling techniques for bending, lifting and shifting heavy items
- product knowledge relevant to visual merchandise activities:
 - price
 - features
 - benefits.

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:

- retail merchandise
- display areas
- retail display equipment and props
- product labels and price tickets
- ticketing and pricing equipment
- relevant documentation:
 - organisational visual merchandise display guidelines
 - organisational policies and procedures for:
 - merchandise labelling and pricing
 - required stock levels
 - merchandise rotation and replenishment
 - relevant industry codes of practice, legislation and statutory requirements for coordinating merchandise presentation:
 - Australian Consumer Law
 - Work Health and Safety (WHS)
- team members; these can be:
 - individuals in an industry workplace, or

- individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment.

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

Links

Companion Volume implementation guides are found in VETNet -

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