



Australian Government

SIRRMER003 Coordinate visual merchandising activities

Release: 1

SIRRMER003 Coordinate visual merchandising activities

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to coordinate store visual merchandising activities and ensure adherence to organisational standards, policies and procedures for the display of merchandise.

It applies to individuals working in frontline roles in a diverse range of retail industry sectors and business contexts that display retail products for sale. They operate with independence and under limited supervision and guidance from others, and within established organisational policies and procedures.

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. Coordinate visual merchandise requirements.

PERFORMANCE CRITERIA

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

- 1.1. Access and interpret organisational visual merchandising guidelines, and policies and procedures.
- 1.2. Communicate visual merchandising standards and display requirements to team members.
- 1.3. Plan appropriate timing for producing and dismantling visual merchandise displays.
- 1.4. Communicate roles and responsibilities for visual merchandising to team members.

- 1.5. Plan and coordinate promotional and special event displays as directed by management.
2. Supervise visual merchandise activities.
 - 2.1. Supervise construction and maintenance of displays to achieve balance and visual impact.
 - 2.2. Ensure display information accurately depicts product or service being promoted.
 - 2.3. Ensure displays are completed with minimum disruption to customer service and traffic flow.
 - 2.4. Ensure displays meet organisational standards and visual merchandise guidelines.
 - 2.5. Regularly monitor replenishment of merchandise and rotation of stock and take action to ensure optimal stock levels as required.
3. Review impact of visual merchandise activities.
 - 3.1. Evaluate promotions or special event displays and determine impact on sales results.
 - 3.2. Report on visual merchandising activities to relevant personnel and make suggestions for improvements as required.

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.

SKILLS

DESCRIPTION

Problem solving skills to:

- overcome difficulties relevant to the display of merchandise.

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 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.

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