



Australian Government

SIRRMER005 Implement visual merchandising concepts

Release: 1

SIRRMER005 Implement visual merchandising concepts

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan the implementation of a visual merchandising concept. It requires the ability to accurately interpret a concept, arrange resourcing, monitor concept implementation and determine the effectiveness of the concept.

This unit applies to visual merchandisers and stylists working in a diverse range of sectors and business contexts. They operate with independence, under limited supervision of others, and within established organisational policies and procedures. They may have responsibility for making a range of creative and operational decisions within the scope of their job role.

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. Develop concept implementation plan.

PERFORMANCE CRITERIA

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

1.1. Access and review visual merchandising concept and determine implementation requirements and constraints.

1.2. Determine internal and external resource requirements including available budget.

1.3. Access and review organisational visual merchandising guidelines and standards to inform implementation plan

- development.
- 1.4. Identify opportunities to create cost-efficiencies and maximise use of resources.
 - 1.5. Identify potential risks to be managed throughout the implementation process and develop contingency plans.
 - 1.6. Identify key activities and plan the allocation of roles, responsibilities and timelines.
 - 1.7. Plan product selection and inventory management.
 - 1.8. Plan internal and external communication strategies for communicating implementation roles, responsibilities and timelines.
 - 1.9. Develop performance criteria to evaluate the effectiveness of the concept.
 - 1.10. Document an implementation plan and seek any required approval.
2. Implement the concept.
- 2.1. Communicate concept implementation plan to relevant personnel.
 - 2.2. Monitor the implementation of visual merchandising concept and respond to issues as they arise.
 - 2.3. Provide support and coaching to team members throughout the implementation process.
 - 2.4. Photograph and document concept implementation.
 - 2.5. Finalise concept according to implementation plan.
3. Review concept.
- 3.1. Seek feedback from stakeholders about concept effectiveness.
 - 3.2. Evaluate concept implementation against predetermined performance criteria.
 - 3.3. Review and assess effectiveness of concepts in achieving desired performance outcomes.
 - 3.4. Use findings to make suggestions for future improvements.

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

- Numeracy skills to:
- interpret diverse components of budgets and develop resource specifications within budgetary parameters.
- Technology skills to:
- access, document and communicate information using digital technologies.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume Implementation Guides -

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

Assessment Requirements for SIRRMER005 Implement visual merchandising concepts

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:

- develop a visual merchandising implementation plan for one visual merchandising concept, detailing:
 - objectives
 - resource requirements
 - budgeting
 - product selection
 - inventory management
 - key activities and timelines
 - allocation of roles and responsibilities
 - risk considerations and contingency plans
 - communication strategy
 - performance criteria
 - exit strategy
- oversee the implementation of one concept, by:
 - communicating implementation plan to others
 - ensuring objectives and standards are met
 - managing risks and issues
- review visual merchandising concept performance against performance criteria to determine effectiveness and make recommendations for future improvements.

Knowledge Evidence

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

- key aspects of visual merchandising implementation planning:
 - steps in the planning process
 - technologies that support effective implementation planning
 - stakeholder involvement
 - managing implementation and consistency across multiple channels and locations
 - alignment to organisational visual merchandising guidelines and standards

- implementation plan formats and key considerations:
 - objectives
 - resource requirements
 - budgeting
 - product selection and availability
 - inventory management
 - key activities and timelines
 - allocation of roles and responsibilities
 - risk considerations and contingency plans
 - communication strategy
 - performance criteria
 - exit strategy
- internal and external factors impacting on the successful implementation of visual merchandising concepts and strategies to minimise impacts:
 - availability of resources and product
 - scalability
 - communication issues
 - budget overruns
 - feedback
 - consistency and quality across multiple channels and locations
- techniques to evaluate and determine the effectiveness of a visual merchandising campaign:
 - profitability
 - operational efficiency
 - success in meeting objectives.

Assessment Conditions

Skills must be demonstrated in a service industries environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- visual merchandising concept
- visual merchandising concept performance data.

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

- have worked in a job role for at least two years where they have applied the skills and knowledge within this unit of competency.

Links

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