



Australian Government

Assessment Requirements for SIRRMER006 Achieve visual merchandising targets

Release: 1

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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 the achievement of visual merchandising targets and report on performance during one visual merchandising campaign period by:
 - reviewing organisational visual merchandising targets and determining strategies for the achievement of:
 - sales per square metre
 - average spend and conversion rates
 - user-generated content
 - inventory levels and weeks' stock-on-hand
 - projected sell through rates
 - developing measures for performance tracking
 - reviewing visual merchandising performance against targets and making recommendations for future improvements.

Knowledge Evidence

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

- role of visual merchandising in achieving organisational objectives
- role of key retail functions that influence achievement of visual merchandising targets:
 - retail marketing
 - store operations
 - retail buying
 - store design
- strategies to achieve visual merchandising targets:
 - traffic generation:
 - online
 - in store
 - retention of existing customers
 - engagement of new customers
 - increase average spend and conversion rates:

- product stories
- cross-selling and cross-promotion
- accessorising
- increased browsing and spending
- user-generated content
- layout and relationship to traffic flow:
 - product placement
 - precinct management
- resources required to support the achievement of visual merchandising targets
- common factors impacting achievement of visual merchandising targets:
 - internal
 - external
- measures used to track visual merchandising performance:
 - qualitative
 - quantitative
- techniques for reporting on visual merchandising performance.

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:

- organisational visual merchandising targets
- visual merchandising performance results.

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

Companion Volume Implementation Guides -

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