



Australian Government

SIRRMER006 Achieve visual merchandising targets

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to measure the impact of visual merchandising on sales and customer engagement. It requires the ability to plan and monitor the achievement of visual merchandising targets and use findings to make recommendations for future improvements.

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

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. Identify visual merchandising targets.

PERFORMANCE CRITERIA

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

1.1. Obtain and review organisational visual merchandising targets.

1.2. Ensure visual merchandising targets are achievable and make any required recommendations for changes.

1.3. Review internal and external factors that may affect visual merchandising performance and plan measures to reduce or

	enhance impact.
	1.4. Review past visual merchandising performance to inform the achievement of visual merchandising targets.
	1.5. Determine strategies for the achievement of visual merchandising targets.
	1.6. Determine both qualitative and quantitative measures for tracking performance.
2. Achieve visual merchandising targets.	2.1. Implement planned strategies for the achievement of visual merchandising targets.
	2.2. Communicate visual merchandising targets to relevant personnel.
	2.3. Ensure availability of adequate resourcing to support the achievement of visual merchandising targets.
	2.4. Support team members to achieve visual merchandising targets and provide feedback on performance.
	2.5. Monitor and record the achievement of visual merchandising targets.
	2.6. Resolve or minimise the impact of internal and external factors that may impact visual merchandising performance.
3. Review visual merchandising performance.	3.1. Analyse actual results against targets to identify strengths and weaknesses of visual merchandising performance.
	3.2. Report on performance and make recommendations for improved future visual merchandising performance.

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:	assess results and use numerical data to determine and monitor targets.

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 SIRRMER006 Achieve visual merchandising targets

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

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