



Australian Government

SIRRMER012 Develop retail space and product management plans

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop retail space and product management plans. It requires the ability to review the productivity of space and product performance to define product placement strategies and layouts that achieve commercial business objectives.

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. Identify space and product management requirements.

PERFORMANCE CRITERIA

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

1.1. Consult with relevant personnel to identify organisational space and product management requirements.

1.2. Access and review organisational standards and guidelines for space and product management.

1.3. Research trends in retail space and product management to

- inform planning.
- 1.4. Identify and assess factors impacting space and product management planning.
2. Develop space management plan.
- 2.1. Access and review store design plans and dimensional data to determine store features and constraints.
- 2.2. Plan optimal store layout and fixture space.
- 2.3. Identify opportunities to optimise use of space and create efficiencies in customer traffic flow.
- 2.4. Identify opportunities to enhance customer experience and commercial profitability through space management.
- 2.5. Identify potential commercial and customer experience challenges and undertake planning to minimise impact.
- 2.6. Document an accurate, to-scale, space management plan using digital design software.
- 2.7. Ensure space management plan complies with regulatory and work, health and safety requirements.
3. Develop a store product management plan.
- 3.1. Confirm product performance targets, inventory levels, customer profiles and marketing strategies to inform product management plan.
- 3.2. Calculate inventory volumes and capacity of fixtures required to support the display of the merchandise.
- 3.3. Consider product category adjacencies and grouping according to features, price, size and type.
- 3.4. Identify constraints and opportunities impacting management planning.
4. Communicate the space and product management plan.
- 4.1. Develop action plans for the implementation of space and product management plans, including any required dismantling of existing layout.
- 4.2. Present space and product management plan to relevant personnel and make any required adjustments.
- 4.3. Gain approval for space and product management plans.
- 4.4. Communicate implementation plans to relevant personnel and ensure consistent understanding of requirements.

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:	perform numerical calculations to determine the inventory volume and fixture capacity.
Technology skills to:	access information, document information and communicate with others using digital technologies and systems.

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 SIRRMER012 Develop retail space and product management plans

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 space and product management plan for one retail space that reflects organisational product and space management requirements and style guidelines
- develop a to-scale space plan using digital software, detailing:
 - floor plan
 - fixture elevations and product placement as planogram
 - category layouts and flow between categories
 - promotional zones
 - number of product facings
- develop an action plan for the implementation of space and product management plans.

Knowledge Evidence

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

- role of space and product management planning
- key inclusions in space and product management plans
- design principles as related to space and product management
- types of store layouts and fixture configurations
- techniques for:
 - product performance analysis
 - space calculations
 - planogramming
- relationship between inventory, customer profiling and space management
- provisions relating to the design of store plans and floor layouts
- digital design software available for space and product management planning and key features.

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:

- store designs and dimensional data
- organisational style guidelines related to space and product management
- digital design software.

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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