



Australian Government

SIRRMER013 Develop visual merchandising guidelines

Release: 1

SIRRMER013 Develop visual merchandising guidelines

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop visual merchandising guidelines that reflect organisational standards for the visual presentation of merchandise. It requires the ability to develop guidelines using written and visual representations of standards for distribution and use across multiple locations.

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. Determine visual merchandising guideline requirements.

PERFORMANCE CRITERIA

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

- 1.1. Communicate with relevant personnel to identify organisational priorities and standards for visual merchandising.
- 1.2. Clarify specifications and constraints impacting visual merchandising guideline development with relevant personnel.
- 1.3. Analyse internal and external operating environment including competitor activity, to identify opportunities and risks

to inform visual merchandising guideline development.

1.4. Research local and global visual merchandising trends and draw inspiration to inform visual merchandising guideline development.

1.5. Identify challenges impacting the consistent implementation of visual merchandising standards across multiple locations and develop strategies to overcome challenges.

1.6. Challenge assumptions and traditional ways of thinking to promote innovative thinking and creativity in developing visual merchandising guidelines.

2. Develop visual merchandising guidelines.

2.1. Develop visual merchandising guidelines using digital technologies and tools.

2.2. Develop visual merchandising guidelines to provide clear and accurate detail of visual merchandising standards and expectations.

2.3. Provide visual and written representations of visual merchandising standards to aid understanding.

2.4. Detail the purpose and application of visual merchandising guidelines and how they are to be implemented.

2.5. Consider scaling and resourcing of individual stores and provide required supporting information.

2.6. Ensure visual merchandising guidelines links to organisational strategic objectives and priorities.

2.7. Develop communication tools for the distribution of visual merchandising guidelines.

2.8. Establish evaluation criteria to measure the implementation of visual merchandising standards.

2.9. Seek input of others and test usability of visual merchandising guidelines.

2.10. Finalise visual merchandising guidelines and seek approval.

3. Implement visual merchandising guidelines.

3.1. Communicate visual merchandising guidelines to relevant personnel and ensure understanding of standards and visual merchandising objectives.

3.2. Provide support and coaching to team members throughout the implementation process.

3.3. Monitor the standards of implementation against evaluation criteria and take action 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 challenges associated with the consistent implementation of visual merchandising guidelines.

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 SIRRMER013 Develop visual merchandising guidelines

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:

- document visual merchandising guidelines for one retail organisation, outlining standards for:
 - branding
 - display installation
 - display maintenance
 - store and display cleaning
 - store recovery
 - lighting maintenance
 - window implementation and maintenance
 - store layout
 - usage of visual merchandising aids
 - safe storage of visual merchandising aids
 - merchandise presentation
 - promotions implementation
 - inventory management
 - pricing and signage installation and storage
 - evaluation criteria
- incorporate the use of written and visual aids in the above visual merchandising guidelines
- use digital design tools to aid the development of visual merchandising guidelines
- monitor implementation of visual merchandising guidelines and take corrective action to respond to implementation issues
- review implementation standards against evaluation criteria and make 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 guidelines
- strategies to support the communication and effective implementation of visual merchandising guidelines

- techniques for the achievement of consistency across multiple locations
- key inclusions of visual merchandising guidelines:
 - branding
 - display installation
 - display maintenance
 - cleaning
 - store recovery
 - lighting maintenance
 - window implementation and maintenance
 - store layout
 - usage of visual merchandising aids
 - safe storage of visual merchandising aids
 - merchandise presentation
 - promotions implementation
 - inventory management
 - pricing and signage installation and storage
 - evaluation criteria
- key aspects of internal and external operating environment impacting visual merchandising guideline development
- common challenges associated with the implementation of visual merchandising guidelines and techniques to overcome these
- logical layout and sequencing of visual merchandising guidelines
- presentation formats for visual merchandising guidelines:
 - digital
 - non-digital.

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:

- digital design tools
- templates and formats for visual merchandising guidelines.

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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