



Australian Government

Assessment Requirements for SIRRMER023 Develop a visual merchandising brand strategy

Release: 1

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Modification History

No equivalent unit.

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:

- research, develop, document, implement, monitor and evaluate a visual merchandising brand strategy for one existing brand and one new brand.

Knowledge Evidence

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

- organisational policies and procedures applicable to developing and implementing a visual merchandising brand strategy
- legal requirements applicable to developing and implementing a visual merchandising brand strategy
- marketing concepts:
 - marketing mix
 - reverse briefs
 - industry category
 - market segmentation
 - marketing strategy planning
 - customer behaviour
- digital and analogue spatial design techniques
- brand management concepts:
 - sensory and perceptive brand immersion
 - brand experience
 - brand activation
 - brand vision and identity
 - brand storyline
 - multi-channel brand applications and purposes
 - brand element personality, tone and voice
 - brand strategy planning
- visual merchandising brand strategy and implementation plan contents
 - target markets

- customer values and needs
- supplier requirements
- stakeholder requirements
- brand performance indicators
- visual merchandising concept
- place management
- spatial plans
- budgets
- timelines
- actions.

Assessment Conditions

Skills must be demonstrated in the workplace or in a simulated work environment that reflects workplace conditions in a service industries environment.

Assessment must ensure access to:

- organisational policies and procedures applicable to developing a visual merchandising brand strategy
- digital technology for research, design, documentation and presentation
- a new and an existing brand and associated strategic, sales, marketing and stakeholder information
- suppliers, stakeholders and senior executives
- templates for visual merchandising brand strategy and implementation plan.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet -

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