



Australian Government

SIRRMER023 Develop a visual merchandising brand strategy

Release: 1

SIRRMER023 Develop a visual merchandising brand strategy

Modification History

No equivalent unit.

Application

This unit describes the performance outcomes, skills and knowledge required to develop, implement and manage visual merchandising strategies for new and existing brands.

This unit applies to senior visual merchandisers and senior stylists working in a diverse range of sectors and business contexts. They operate with independence and within established organisational policies and procedures. They are responsible for making creative and strategic decisions within the scope of their job role.

The skills in this unit must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.

No occupational licensing, certificate 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

PERFORMANCE CRITERIA

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

1. Research and analyse brand.
 - 1.1. Access, interpret and analyse strategic, sales, marketing and stakeholder information relevant to brand.
 - 1.2. Research, interpret and analyse market information to identify target markets and customer values and needs.
 - 1.3. Research, interpret and analyse legal requirements and market information to identify and evaluate visual merchandising trends relevant to brand.
 - 1.4. Research and evaluate visual merchandising concepts relevant to brand.
 - 1.5. Research and interpret senior executive, supplier and stakeholder expectations and needs.
2. Develop visual merchandising brand strategy.
 - 2.1. Create visual merchandising brand strategy to meet identified needs.
 - 2.2. Develop plan to implement visual merchandising brand strategy.
 - 2.3. Draft visual merchandising brand strategy and implementation plan.
 - 2.4. Consult with senior executives, suppliers and stakeholders to gather visual merchandising brand strategy and implementation plan feedback.
 - 2.5. Interpret and use feedback to adjust visual merchandising brand strategy and implementation plan.
 - 2.6. Present visual merchandising brand strategy and implementation plan to senior executive for approval.
3. Implement and monitor visual merchandising brand strategy.
 - 3.1. Implement visual merchandising brand strategy according to agreed implementation plan.
 - 3.2. Monitor implementation of visual merchandising brand strategy against planned activities and budget.
 - 3.3. Evaluate and adjust visual merchandising brand strategy to improve brand 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

- Oral communications skills to:
- adapt communication techniques and styles to meet the needs of others.
- Numeracy skills to:
- read, interpret, use, communicate and document:
 - spatial and measurement information related to visual merchandising
 - statistical, financial market and customer data
 - visual merchandising budgets
 - interpret and communicate market patterns and trends.
- Technology skills to:
- access, use and communicate information using digital technology
 - design and document visual merchandising spatial plans.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for SIRRMER023 Develop a visual merchandising brand strategy

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.

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