



Australian Government

Assessment Requirements for SIRRMER024 Create in-store customer brand experience

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 and specify an in-store design concept for a brand
- develop an evaluation strategy for an in-store design concept.

Knowledge Evidence

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

- organisational policies and procedures applicable to creating in-store brand experiences using visual merchandising
- legal requirements applicable to creating in-store brand experiences using visual merchandising
- purpose of retail within the community setting
- design elements of the in-store experience:
 - brand
 - place
 - space
 - environment
 - customer
- techniques for analysing in-store and online branded environments:
 - consumer behaviour
 - functional aesthetics
 - place and space
 - cultural and social awareness
 - sense of place
 - pop-up activators
- quantitative and qualitative evaluation methods and instruments:
 - social media
 - testimonials
 - store flow
 - surveys

- visual merchandising principles and theory:
 - in-store experience
 - impact of sensory design components on design outcome
 - department layout
 - store flow
 - spatial planning
 - traffic flow and the elements that affect traffic flow
 - use of floor fixtures to drive and direct customers through a store
- brand principles:
 - brand DNA
 - brand dynamics
 - brand meaning
 - brand commercial viability.

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 creating in-store brand experiences using visual merchandising
- an existing brand and retail store.

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>