



Australian Government

SIRRMER024 Create in-store customer brand experience

Release: 1

SIRRMER024 Create in-store customer brand experience

Modification History

No equivalent unit.

Application

This unit describes the performance outcomes, skills and knowledge required to create the in-store customer experience of a brand using the elements of visual merchandising.

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 existing brand environment. | 1.1. Source, interpret and analyse historical sales relevant to brand.
1.2. Source, interpret and analyse market research information to identify market changes.
1.3. Research, interpret and evaluate legal requirements and national and international visual merchandising trends relevant to target market.
1.4. Research and analyse existing online and in-store customer channels and experiences.
1.5. Research and analyse stakeholder demand. |
| 2. Develop customer brand experience. | 2.1. Develop in-store design concept to respond to identified market changes, improve customer brand experience and meet stakeholder demand.
2.2. Reflect on and seek feedback to improve in-store design concept.
2.3. Design and specify visual merchandising elements.
2.4. Present in-store design concept to senior executive for approval. |
| 3. Develop evaluation strategy. | 3.1. Determine evaluation purpose, scope and methodology.
3.2. Develop evaluation criteria and determine evaluation data to be collected.
3.3. Select and develop quantitative and qualitative instruments to collect evaluation data.
3.4. Document evaluation strategy according to organisational 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

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
 - 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 SIRRMER024 Create in-store customer brand experience

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

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