



Australian Government

Assessment Requirements for SIRRM006 Plan a merchandise product range

Release: 1

Assessment Requirements for SIRRMRM006 Plan a merchandise product range

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:

- review a merchandise category financial plan to develop a merchandise range plan that includes:
 - assortment planning
 - width, depth and breadth of range
 - core and seasonal items
 - option planning
 - Stock Keeping Unit (SKU)
 - exit strategy
- the above product range must contain a minimum of 20 items
- document the above range plan to ensure it details:
 - features
 - costs
 - benefits
 - profitability
 - quantification
 - critical path
 - branding
- document a plan for range sourcing and distribution:
 - external supply arrangements
 - allocation to stores
- prepare documentation for the purchase of merchandise.

Knowledge Evidence

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

- role and purpose of merchandise range planning
- strategies for:
 - maximising profitability of a product range
 - determining viability of product range

- key aspects of merchandise product range planning:
 - assortment planning
 - width, depth and breadth of range
 - core and seasonal items
 - option planning
 - Stock Keeping Unit (SKU)
 - exit strategies
- internal and external factors impacting product range planning:
 - feedback from stores
 - merchandise category buying plan
 - product performance information
 - promotional plan
 - target market profile information and how it is used in constructing the product range
 - trends in industry, and global and local trends impacting on merchandise product range
 - critical path
- common product exit strategies
- exit strategies applied to:
 - poorly performing products
 - event and promotional products
 - short-life-cycle products
- factors influencing range allocation:
 - store grading
 - climate
 - target market demographic
 - competitors
 - replenishment of core lines
 - stock turns
- supply considerations in the purchasing of merchandise
- commonly-used merchandise range planning methods and structures within the retail industry.

Assessment Conditions

Skills must be demonstrated in a retail environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- organisational documentation:
 - category financial plan

- product range performance information
- templates for merchandise range planning
- software for merchandise range planning.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors, and:

- have worked in the retail industry for at least three years where they have applied the skills and knowledge within this unit of competency.

Links

Companion Volume Implementation Guides -

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