



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER013A Design and produce store plans and floor layouts

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to participate in store planning by designing and preparing floor layouts and fit-outs.
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Application of the Unit

Application of the unit	This unit requires the team member to apply knowledge of store design and fit-out to design and present proposed floor plans and fit-outs for retail store settings. Frontline visual merchandisers or visual merchandiser supervisors and managers are responsible for this role.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil
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Employability Skills Information

Employability skills The required outcomes described in this unit contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Produce free floor layouts.	1.1 Confirm planning brief according to <i>client</i> requirements. 1.2 Design floor layouts to scale, indicating all components and how they interact with customers to create a total store image. 1.3 Present <i>plans</i>, including analysis and rationale for <i>layout</i>, safe and effective traffic flow, customer needs, image, ambience and style using both verbal and written reports. 1.4 Ensure plans comply with <i>relevant legislation and regulations</i>.
2 Design fit-outs for new and existing retail spaces.	2.1 Accurately measure on-site and existing retail space. 2.2 Negotiate business target market, customer demographic, style and desired ambience with client. 2.3 Present rendered visuals of proposed store facades.

ELEMENT**PERFORMANCE CRITERIA**

- 2.4 Present ***fit-out plans***, including analysis and rationale for layout, traffic flow, customer needs, fixtures, fittings and budget.
- 2.5 Design grid and free-flow plans to scale, and modified and adapted to suit client briefs.
- 2.6 Take account of relevant ***standards, performance benchmarks and specifications***.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- interpersonal communication skills to:
 - present plans and negotiate with client through clear and direct communication
 - ask questions to identify and confirm requirements
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- produce grid and free-flow plans
- produce plans, drawings and specifications
- produce presentation visuals
- use effective writing and keyboarding skills
- demonstrate adherence to safe working practices
- analytical and decision-making skills.

The following knowledge must be assessed as part of this unit:

- architectural features: interior and exterior
- store components, fixtures and fittings
- creating store ambience
- the relationship between store merchandise range, target markets and store planning
- relevant legal and legislative provisions
- relevant codes of practice
- planning for a safe store environment and relevant OHS requirements
- sourcing suppliers of store planning materials and equipment
- dealing with external and internal groups and teams according to store planning.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

EVIDENCE GUIDE

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- analysis of the position of an existing store in relation to neighbourhood, visibility, accessibility, landscaping, customer profile
- draft retail store plans, including elevations and companion axonometrics, and indicating architectural features, facade, entrance, windows, signage, landscaping
- presentation visuals of store facades
- free-flow and grid layouts showing, including departments, fixtures, fittings, lighting, flooring etc. as appropriate
- an analytical report that includes detailed specifications, fittings and fixtures and promotional locations, with clear justifications.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated drafting studio
- a real or simulated store design project
- relevant documentation, such as:
 - legislation and statutory requirements
 - OHS requirements
 - relevant standards, performance benchmarks or specifications
 - information on store fixtures and fittings
- information on:
 - suppliers of relevant store planning materials and equipment
 - products and services to be merchandised.

EVIDENCE GUIDE

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- real or case-study-based store design project briefs
- third-party reports from a supervisor
- a portfolio of store planning documents
- customer feedback
- answers to questions about specific skills and knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

RANGE STATEMENT

Clients may be:

- internal staff
- external to the organisation.

Plans may include:

- plans drawn by hand
- plans developed using an appropriate computer software design package.

Layout may include:

- departments
- fixtures and fittings
- lighting
- flooring
- accompanying information, including rationale for the store layout, traffic flow, customer needs and image.

Relevant legislation and regulations may include:

- OHS
- industry codes of practice
- building codes
- licence, patent or copyright arrangements
- emergency procedures.

Fit-out plans may include:

- elevations
- architectural features
- facade
- entrance
- windows
- signage
- landscaping.

RANGE STATEMENT

Standards, performance benchmarks and specifications may include:

- Australian standards
- international standards
- professional standards
- industry standards
- performance indicators
- quality measures and criteria
- planning milestones and timeframes
- design brief
- manufacturer and supplier standards.

Unit Sector(s)

Sector Retail

Competency field

Competency field Merchandising