



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER017A Design and produce merchandising and in-store presentations

Revision Number: 1

SIRRMER017A Design and produce merchandising and in-store presentations

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to plan merchandising and visual presentation within defined retail and exhibition spaces.
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Application of the Unit

Application of the unit	This unit requires the team member to apply knowledge of research and fixture and display systems and store design to analyse retail outlet or specific store area merchandising requirements and develop plans for merchandising and in store presentations in response to client briefs. This unit applies to frontline visual merchandising team members and managers.
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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 Research fixturing systems.	1.1 Determine styles, prices and correct usage and assembly of a wide range of <i>merchandisers</i> through research and supplier visits. 1.2 Demonstrate correct merchandising on fixtures to <i>client</i> satisfaction. 1.3 Demonstrate correctly balanced <i>merchandise</i> placement on wall fixture systems to industry standard.
2 Conduct merchandising analysis.	2.1 Identify and negotiate parameters of the brief with a retail industry client. 2.2 Negotiate <i>specific client needs</i> to be included in analysis.
3 Develop merchandising plans.	3.1 Produce <i>wall and floor fixture and merchandising plans</i> to industry standard and address the specific needs of the retail outlet. 3.2 Detail the key physical elements of the outlet that affect

ELEMENT**PERFORMANCE CRITERIA**

merchandising performance.

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| | 3.3 | Develop scale-rendered versions of exterior elevation, interior perspective, fixture placement (plan), and stock placement (elevation) as required and to industry standard. |
| | 3.4 | Produce an illustrated report on the process of remerchandising the store's product is produced. |
| | 3.5 | Predict sales figures before and after remerchandising. |
| 4 | Research, obtain and maintain mannequins. | |
| | 4.1 | Determine styles, purchase prices, hire prices and methods of presentation of store mannequins through research and visits to industry suppliers. |
| | 4.2 | Develop and maintain a working file of mannequin looks, styles and poses, specific manufacturers and suppliers. |
| | 4.3 | Obtain mannequins for specific merchandising projects according to store policy. |
| | 4.4 | Demonstrate correct assembly techniques for a variety of store mannequins according to industry standard practice. |
| | 4.5 | Implement industry standard procedures to ensure cleanliness and safe storage for mannequins. |
| | 4.6 | Care for and store mannequin wigs according to industry standard practice. |
| 5 | Develop fashion presentations. | |
| | 5.1 | Arrange and group male and female fashion presentations according to designated design principles . |
| | 5.2 | Produce industry applicable marker concept layouts for a range of visual presentations. |
| | 5.3 | Select wigs and assemble and dress mannequins according to industry standards and client image requirements. |
| | 5.4 | Install and arrange mannequins in situ according to planned themes. |
| | 5.5 | Produce and install suitable props as required to suit the storyline of the display. |
| | 5.6 | Implement industry standard presentation site housekeeping procedures and relevant OHS principles. |

ELEMENT**PERFORMANCE CRITERIA**

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| 6 | Develop fabric presentations. | 6.1 | Develop budget, mid-range and upmarket concept sketches for the visual presentation of fabrics using mannequins. |
| | | 6.2 | Develop fabric presentations involving suitable industry standard stylistic arrangements targeting the specific market sector. |
| | | 6.3 | Create and install suitable signage, depicting price and typographic design in harmony with the product presented. |
| | | 6.4 | Create and apply strategic <i>compositional design themes</i> to fabric displays. |

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:
 - identify and negotiate parameters of a brief
 - negotiate specific client needs through clear and direct communication
 - ask questions to identify and confirm requirements
 - share information
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- creative thinking skills
- design application
- illustration skills
- report writing skills
- analytical skills
- fabric draping and folding skills.

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

- the elements and principles of design
- 20th century store design trends
- contemporary store design issues
- commercially available fixtures, fittings and store display equipment, including styles, purchase prices, hire prices and methods of presentation of store mannequins
- copyright and intellectual property issues and legislation, and their impact on design practice
- the psychological and marketable characteristics of colour in visual merchandising.

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:

- research leading to the identification and application of merchandising fixtures and fittings
- a merchandising analysis in response to client requirements
- wall and floor fixture and merchandising plans that meet industry standards and address the specific needs of the retail outlet
- a current file of styles, purchase prices, hire prices and methods of presentation of store mannequins determined through research and visits to industry suppliers
- an illustrated report on the process of remerchandising a store's product
- a range of fashion presentations using selected male and female mannequins
- strategic visual presentations for fabric displays
- answers to questions on standard procedures for the care, maintenance and storage of mannequins.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated retail work environment
- relevant documentation, such as:
 - OHS requirements
 - industry codes of practice
 - information and performance data on existing merchandising concepts
 - information and performance data on retail floor and wall fixturing systems
- information on:
 - client requirements
 - current merchandise range and concepts
 - store image
 - retail design trends
 - materials.

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
- a simulated retail merchandising in-store design project
- third-party reports from a supervisor
- a folio of personally developed designs
- an illustrated report on the process of remerchandising a store's product
- client 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.

EVIDENCE GUIDE

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.

Merchandisers may include:

- freestanding
- fixed
- bench styles.

Clients may include:

- internal managers
- external retail industry clients.

Merchandise may include:

- fashion
- fabrics
- fashion accessories
- cosmetics
- confectionery
- food and drinks
- homewares
- books.

RANGE STATEMENT

Specific client needs may include:

- gathering data on existing product holdings
- producing a stock analysis related to the brief
- listing current stock categories
- identifying the perceived customer target market
- producing an analytical written report as part one of the full merchandising plan.

Wall and floor fixture and merchandising plans may include:

- entrance
- exterior architecture
- windows
- promotional areas
- signage
- price points
- lighting
- counters
 - fixed
 - freestanding
- merchandisers
 - fixed
 - freestanding
- racks
- storage
- models
- traffic patterns.

Store mannequins may include:

- male
- female
- adults
- children
- infants.

RANGE STATEMENT

Designated design principles
may include:

- formally balanced grouping
- asymmetrical grouping
- minimalist grouping
- dynamic grouping
- harmonious grouping
- rhythmic grouping.

Compositional design themes
may include:

- drama
- harmony
- glamour
- fun
- formality
- leisure.

Unit Sector(s)

Sector

Retail

Competency field

Competency field

Merchandising