



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER018A Develop and apply strategies for merchandising and corporate presentation

Release: 1

SIRRMER018A Develop and apply strategies for merchandising and corporate presentation

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to develop and apply effective merchandising strategies for targeted consumer groups and enterprises.
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Application of the Unit

Application of the unit	This unit requires the team member to apply knowledge of corporate imaging, consumer demographics, current merchandising and sales reports, target markets, industry design standards and contemporary retail design issues to develop visual concepts for corporate merchandise presentation plans and visual displays.
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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 a range of visual presentations.	1.1 Produce and install <i>visual presentations</i> to meet project briefs in a wide range of locations. 1.2 Maintain a digital photographic folio of presentations for evaluation and planning purposes.
2 Produce and install merchandise for a major promotion.	2.1 Design a series of <i>promotional elements</i> according to <i>industry standard</i> and to match a project brief. 2.2 Develop a rendered concept visual of the installation. 2.3 Confirm promotional elements and installation concept visual with the client. 2.4 Outline the projected implementation process in an action plan. 2.5 Manufacture materials to match the designed elements. 2.6 Install and dismantle the promotion to industry standard and client satisfaction.

ELEMENT	PERFORMANCE CRITERIA
3 Produce merchandising and promotional plans.	3.1 Determine profit margin by reading, analysing and summarising merchandise inventories and sales reports. 3.2 Analyse information to identify basic lines, slow sellers and fast sellers. 3.3 Produce merchandising plans using sales information that will strategically target consumer buying habits. 3.4 Develop industry standard proposals for seasonal promotion campaigns. 3.5 Develop illustrated visual seasonal promotion merchandising plans to complement advertising promotional campaigns.
4 Produce merchandising promotional planning manuals.	4.1 Negotiate and identify promotional briefs with industry clients. 4.2 Collate comprehensive corporate product and outlet data for specific promotional displays or exhibitions. 4.3 Present clear, concise analyses of stock, expectations, specific stories for visual presentation and target turnover and profit margins. 4.4 Determine specific cost, manufacturing and dispatch details. 4.5 Incorporate analysed data into corporate manuals that comply with particular retail organisation standards and image. 4.6 Recommend suitable future directions and procedures for corporate manuals.

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:

- consultation skills
- negotiation skills
- analytical skills
- planning skills
- design application
- presentation skills
- a high level of computer literacy.

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

- corporate image and merchandising policy of the organisation
- data used in the existing promotional plan
- current merchandise inventories and sales reports
- consumer demographics
- target market
- relevant promotional data in relation to goals and specific target market
- contemporary retail design issues
- 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.

Critical aspects for assessment and evidence required to demonstrate competency in

Evidence of the following is essential:

- producing visual installations for a wide range of themes and locations

EVIDENCE GUIDE

this unit

- negotiating with a client, and planning, installing and removing a major promotion
- collaborating with clients to develop merchandising plans to industry requirements and to address the specific needs of the retail outlet
- collaboratively developing effective merchandising promotional planning manuals.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- relevant documentation, such as:
 - legislation and statutory requirements
 - OHS requirements
 - industry codes of practice
 - information and performance data on existing sales and merchandise
 - information on existing corporate merchandising and promotional plans
- information on:
 - client requirements (project brief)
 - store image
 - products and services
 - 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
- simulated merchandising and corporate planning projects
- third-party reports from a supervisor
- a folio of personally developed designs
- 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.

Visual presentations may include:

- designer
 - fashion labels
 - lifestyle (homewares)
 - accessories
 - shoes
- carnival, e.g. Italian or Brazilian
- children of specified age group
- sale
- bulk merchandising
- specified space
- harmony and contrast of colour
- music:
 - instrumental
 - CD promotion
- travel
 - destination
 - country promotion
- pharmacy
 - vitamins
 - cosmetic promotion

RANGE STATEMENT

- health products
- sports
- fashion
- clothes
- footwear.

Promotional elements may include:

- posters and banners
- invitations and brochures
- news and magazine advertisements
- point-of-sale units
- interior and exterior design elements
- display point props
- merchandising manual.

Industry standard may include:

- store plan and design
- corporate image
- merchandising policy.

Unit Sector(s)

Sector Retail

Competency field

Competency field Merchandising