



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER517 Develop and apply strategies for merchandising and corporate presentation

Release: 1

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Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
First Release	This is a revised unit, based on and equivalent to SIRRMER018A Develop and apply strategies for merchandising and corporate presentation.

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. It involves knowledge of corporate imaging, consumer demographics, current merchandising and sales reports, target markets, industry design standards and contemporary retail design issues, and the development of visual concepts for corporate merchandise presentation plans and visual displays.

Application of the Unit

This unit applies to frontline visual merchandisers and visual merchandiser supervisors and managers.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element	Performance Criteria
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Produce a range of visual presentations.	1.1. Produce and install visual presentations 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 promotional elements , according to industry standard 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 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.
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

This section describes the skills and knowledge required for this unit.

Required skills

- communication and interpersonal skills to:
 - negotiate briefs with clients
 - present ideas to clients
- creative thinking skills to apply design principles to the preparation of visual presentations
- planning and organising skills to develop comprehensive corporate manuals and action plans
- technology skills to:
 - maintain digital photographic folio
 - prepare visual presentations
 - produce manuals

Required knowledge

- contemporary retail design issues
- copyright and intellectual property issues and legislation, and their impact on design practice
- corporate image and merchandising policy of the organisation
- current merchandise inventories and sales reports
- data used in the existing promotional plan
- demographics of the target market identified in client briefs and the implications for merchandising choices
- psychological and marketable characteristics of colour in visual merchandising
- relevant promotional data in relation to goals and specific target market

Evidence Guide

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

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

Evidence of the following is essential:

- produces visual installations for a wide range of themes and locations
- negotiates with a client; and plans, installs and removes a major promotion
- collaborates with clients to develop merchandising plans to industry requirements and to address the specific needs of the retail outlet
- collaboratively develops effective merchandising promotional planning manuals.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated retail visual merchandising work environment
- relevant documentation, such as:
 - legislation and statutory requirements
 - work health and safety (WHS) 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.

Method 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
- 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.

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

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the individual, accessibility of the item, and local industry and regional contexts) may also be included.

Visual presentations may include:

- bulk merchandising
- carnival theme
- different product ranges:
 - fashion
 - music
 - pharmacy
 - sports
- harmony and contrast of colour
- sales promotions
- specified space
- specific target demographic.

Promotional elements may include:

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

Industry standard may include:

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

Unit Sector(s)

Retail

Competency Field

Merchandising