



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER519 Design and produce merchandising and in-store presentations

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 SIRRMER017A Design and produce merchandising and in-store presentations.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to apply knowledge of fixture and display systems and store design to analyse retail outlets or specific store area merchandising requirements and develop plans for merchandising and in-store presentations in response to client briefs.

Application of the Unit

This unit applies to frontline visual merchandising team members 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.

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|--|---|
| 1. Research fixture 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 merchandising performance.
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 products.
3.5.Predict sales figures before and after remerchandising. |
| 4. Research, obtain and maintain mannequins. | 4.1.Determine styles, purchase prices, price to hire and methods of presentation of <i>store mannequins</i> 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 work health and safety (WHS) principles.
- 6. Develop fabric presentations.
 - 6.1.Develop budget, mid range and up-market 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 ***compositional design themes*** to fabric displays.

Required Skills and Knowledge

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

Required skills

- analytical skills to analyse merchandising requirements
- creative thinking skills to apply design principles
- communication and interpersonal skills to:
 - ask questions to identify and confirm requirements
 - identify and negotiate parameters of a brief
 - negotiate specific client needs through clear and direct communication
 - share information
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- literacy skills to write reports
- technical skills to demonstrate:
 - fabric draping and folding skills
 - illustration and signage production skills
 - safe use of equipment materials and resources

Required knowledge

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

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:

- undertakes research leading to the identification and application of merchandising fixtures and fittings
- develops a merchandising analysis in response to client requirements
- develops 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.

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:
 - WHS requirements
 - industry codes of practice
 - information and performance data on:
 - existing merchandising concepts
 - retail floor and wall fixture systems
- information on:
 - client requirements
 - current merchandise range and concepts
 - store image
 - 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
- 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 on standard procedures for the care, maintenance and storage of mannequins.

**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.

Merchandisers may include:

- bench styles
- fixed
- freestanding.

Client may include:

- external retail industry clients
- internal managers.

Merchandise may include:

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

Specific client needs may include:

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

Wall and floor fixture and merchandising plans may include:

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

Store mannequins may include:

- adults
- children

- female
 - infants
 - male.
- Designated design principles*** may include:
- asymmetrical grouping
 - dynamic grouping
 - formally balanced grouping
 - harmonious grouping
 - minimalist grouping
 - rhythmic grouping.
- Compositional design themes*** may include:
- drama
 - formality
 - fun
 - glamour
 - harmony
 - leisure.

Unit Sector(s)

Retail

Competency Field

Merchandising