



Australian Government

Department of Education, Employment and Workplace Relations

SIRXMER304 Present products

Release: 1

SIRXMER304 Present products

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 SIRXMER006A Present products.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to produce a range of displays and product presentations. It involves applying visual display knowledge, safely maintaining and using a simple tool kit, and accessing and organising relevant materials and equipment.

Application of the Unit

This unit applies to frontline visual merchandising and sales team members.

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. Maintain and use a display tool kit. | 1.1. Maintain a fully stocked display <i>tool kit</i> and tools in working order.
1.2. Use tools according to work health and safety (WHS) requirements and manufacturer instructions. |
| 2. Produce simple displays. | 2.1. Produce product <i>displays</i> to show purposefully designed groupings.
2.2. Ensure groupings clearly reflect display form, shape, composition and depth.
2.3. Demonstrate design principles of flow, unity, harmony and depth in displays.
2.4. Use colour and texture to enhance displays.
2.5. Create displays using self-built and commercially supplied risers.
2.6. Adhere to workplace safety procedures with regard to the construction of visual displays. |
| 3. Produce and suspend simple styrene shapes and display cards. | 3.1. Ensure styrene cutting, painting and design techniques suitable for multi-purpose displays are applied to industry standard.
3.2. Hang styrene shapes and display cards in both horizontal and vertical formats as designated by their design.
3.3. Use industry standard pinning and nylon knotting techniques to suspend vertical and horizontal shapes.
3.4. Consistently follow relevant WHS procedures. |
| 4. Produce a range of product presentations. | 4.1. Generate ideas for the display using creative thinking techniques.
4.2. Test ideas against display objective and organisational requirements.
4.3. Discuss display options with relevant personnel.
4.4. Develop product storyline and access <i>merchandise, materials and equipment</i> .
4.5. Create effective groupings using suspension and under-staging techniques.
4.6. Review and refine display and refinements as required in line with display objective. |

4.7.Observe safety procedures at all times during construction and placement of display.

Required Skills and Knowledge

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

Required skills

- artistic interpretation skills to effectively display merchandise
- creative thinking skills to generate ideas
- communication and interpersonal skills to:
 - present display ideas to others through clear and direct communication
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- literacy skills to interpret safety procedures
- practical skills to work with materials, tools and equipment safely

Required knowledge

- design and display principles, such as:
 - grouping
 - product placement
- merchandise range of organisation
- WHS requirements relating to creating displays
- organisational requirements in terms of product displays
- techniques for using tools and equipment

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:

- adheres to safe work practices
- suspends display cards in vertical and horizontal formats
- uses individual visual displays to demonstrate the effective use of colour and the application of design principles
- produces and suspends styrene shapes in vertical and horizontal formats
- uses visual displays incorporating suspension and under-staging techniques for a range of product categories.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated retail work environment
- relevant documentation, such as:
 - legislation and statutory requirements
 - WHS requirements
 - industry codes of practice
 - store merchandising policies.
- a range of display products and 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
- role play
- third-party reports from a supervisor
- a portfolio of visual merchandising presentation ideas and photographs of in situ displays
- self-produced risers and styrene shapes
- answers to questions about specific skills and knowledge.

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.

Tool kit may include:

- hammer
- nails and screws
- nylon thread
- scissors
- screwdriver.

Displays may include:

- display for promotional photography
- exhibition display
- new products
- new range
- promotion
- sale
- window display.

Merchandise may include:

- baby and toddler products
- books
- cameras, photographic equipment and services
- computer products and services
- electrical products
- fashion and accessories
- floor covering products and services
- food and liquor
- footwear products and services
- furniture products
- hair, beauty and cosmetics products
- hardware products and services
- jewellery
- music, audio and video products and services
- newsagency products and services
- soft furnishings, fabrics, manchester and haberdashery
- sporting products and services
- toys.

Materials and

equipment may include:

- card
- fixtures and fittings
- labels
- risers

- styrene
- tickets.

Unit Sector(s)

Cross-Sector

Competency Field

Merchandising