



Australian Government

Department of Education, Employment and Workplace Relations

SIRXMER405 Manage store presentation and pricing

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 SIRXMER004A Manage store presentation and pricing.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to apply knowledge of store merchandising to plan and manage store promotions, and manage store pricing policies and housekeeping. It includes interpreting and complying with store layout and visual merchandising policies, developing and implementing procedures to manage merchandise pricing, and managing all aspects of store housekeeping, including contingency procedures.

Application of the Unit

This unit applies to frontline retail 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. Manage store merchandising.	1.1. Define standards for visual presentations and displays and clearly communicate to all staff. 1.2. Ensure store layout and presentation support market position and promote customer flow, according to store <i>visual merchandising policies and plans</i>. 1.3. Develop and implement layout assessment checks and provide feedback to staff. 1.4. Consult floor staff to assess customer response to space allocations.
2. Manage housekeeping.	2.1. Develop and implement store policies and procedures in regard to <i>store housekeeping and maintenance</i>. 2.2. Develop and manage rosters or schedules, ensuring store housekeeping standards are monitored and maintained. 2.3. Initiate <i>contingency plan</i> in the event of merchandise or store presentation problems.
3. Manage store pricing policies.	3.1. Maintain store pricing according to <i>organisation pricing policies and procedures</i> in regard to pricing. 3.2. Maintain accurate information on pricing trends and changes and communicate to relevant staff. 3.3. Develop and implement procedures for pricing according to store policies and <i>legislative requirements</i>.
4. Plan and manage store promotions.	4.1. Manage and implement store policies and procedures in regard to store <i>promotional activities</i>. 4.2. Organise activities in line with anticipated or researched customer requirements. 4.3. Manage <i>promotions</i> in order to achieve maximum customer impact. 4.4. Negotiate arrangements with suppliers in regard to special promotional activities. 4.5. Coordinate store activities to complement complex promotions of shopping centre or retail operation. 4.6. Develop and implement <i>assessment</i> checks to measure

effectiveness of promotions.

4.7.Document and report on promotional activities.

Required Skills and Knowledge

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

Required skills

- communication and interpersonal skills to:
 - ask questions to identify and confirm requirements
 - communicate store standards and expectations to staff
 - consult floor staff
 - negotiate arrangements with suppliers, through clear and direct communication
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- literacy skills to:
 - document results
 - prepare reports
 - prepare rosters
 - research, analyse and interpret a broad range of written material
- planning and organising skills to develop rosters
- team leadership skills to:
 - coordinate staff activities
 - develop and implement procedures
 - provide feedback on performance

Required knowledge

- pricing procedures, including GST requirements
- relevant industry codes of practice relating to managing store presentations and pricing
- relevant legislation and statutory requirements relating to managing store presentations and pricing, including work health and safety (WHS)
- principles and techniques in:
 - visual merchandising
 - project management
- store policies and procedures in regard to:
 - advertising and promotions
 - customer demand and market trends
 - housekeeping for premises, fittings, fixtures and equipment
 - layout and presentation
 - pricing or marking down of goods, including risk assessment
 - product quality standards
 - range and availability of new products and services
 - store merchandise and service range
 - store merchandising plan

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:

- assesses layout and presentation of merchandise against store visual merchandising policies and procedures
- assesses effectiveness of layout and presentation, according to sales targets and predetermined objectives
- collaboratively plans, coordinates and implements advertising and promotional activities according to store policies and procedures
- assesses and reports on effectiveness of advertising and promotions to staff and management according to store policies and procedures
- collaboratively plans, coordinates and implements pricing activities, according to store policies and procedures
- collaboratively plans, coordinates and implements housekeeping activities, according to store policies and procedures and WHS legislation, regulations and codes of practice.

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:
 - store policy and procedures manuals
 - store merchandising plan
 - legislation and statutory requirements
 - WHS legislation, regulations and codes of practice
- a work team.

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
- third-party reports from a supervisor
- customer feedback
- answers to questions about specific skills and knowledge.

Guidance information for

Holistic assessment with other units relevant to the

assessment

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 merchandising policies and plans may include:

- market research
- pricing policy
- seasonal lines
- store image
- store layout and space availability
- target market.

Store housekeeping and maintenance may include:

- equipment
- fittings
- fixtures
- store premises.

Contingency plan may include:

- blackout
- breakages
- break-in
- flood, storm or cyclone
- major spillages.

Organisation pricing policies and procedures may include:

- end of season stock
- goods close to use-by date
- marking down of slow moving stock
- pricing policies, including GST requirements
- soiled or damaged goods.
- Australian consumer law and fair trading Acts.

Legislative requirements may include:

Promotional activities may involve:

- corporate or locally-based activities
- dealing with advertising agencies and consultants
- external and in-store activities.

Promotions may include:

- advertising
- catalogues
- internet
- newspapers
- posters
- radio or television
- suppliers
- website.

- Assessment** may include:
- customer response
 - layout
 - visual impact.

Unit Sector(s)

Cross-Sector

Competency Field

Merchandising