



Australian Government

SIRXMER406 Monitor in-store visual merchandising display

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 SIRXMER003A Monitor in-store visual merchandising display.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to interpret organisational visual merchandising plans and manuals and monitor in-store displays to ensure that they reflect and maintain current organisational visual merchandising directions.

It involves applying fundamental design principles, making decisions with regard to merchandise for display, and ensuring that displays contribute to the visual merchandising standards of the organisation and are constructed and located to ensure customer and staff safety.

Application of the Unit

This unit applies to frontline visual merchandising team members and other staff with a responsibility for monitoring displays to ensure they reflect and maintain current organisational visual merchandising directions.

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. Interpret a visual merchandising plan.	1.1. Identify <i>design requirements</i> of visual merchandising plan or manual. 1.2. Source <i>resources required</i> to implement plan. 1.3. Identify <i>factors that may affect the plan.</i> 1.4. Apply organisation's visual merchandising standards to the plan.
2. Monitor display requirements.	2.1. Regularly monitor display to ensure it meets the requirements of the <i>visual merchandising plan.</i> 2.2. Identify <i>damage or changes to the display.</i> 2.3. Take action to rectify unwanted changes to the display.
3. Maintain displays in line with organisational requirements and plan.	3.1. Maintain display so that it is clean and tidy. 3.2. Make additions or changes to display to ensure it consistently adheres to the visual merchandising plan. 3.3. Maintain organisation's requirements for visual merchandising in the display.
4. Contribute to the visual merchandising standards of the organisation.	4.1. Interpret visual merchandising standards of the organisation. 4.2. Identify opportunities for improving visual merchandising standards. 4.3. Make contributions to the visual merchandising standards as appropriate.

Required Skills and Knowledge

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

Required skills

- artistic interpretation skills to create displays according to visual merchandising standards
- communication skills to share ideas
- creative thinking skills to generate ideas for improving visual merchandising standards
- literacy skills to interpret visual merchandising manuals
- observation skills to identify damage to displays or deviations from visual merchandising standards
- practical skills to maintain and update displays according to the visual merchandising plan

Required knowledge

- basic design principles
- basic principles of visual merchandising
- work health and safety (WHS) requirements relating to monitoring displays
- organisation's visual merchandising principles
- resources required to implement visual merchandising plans
- procedures for safe use of tools, equipment and materials used in visual merchandising displays

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:

- interprets and identifies the design requirements of a visual merchandising plan
- monitors the display closely and completes regular maintenance to ensure it meets the requirements of the visual merchandising plan and the organisation's visual merchandising standards
- contributes appropriately to the ongoing development of the organisation's visual merchandising standards.

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 visual merchandising standards.

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 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.

Design requirements

may include:

- colours used
- functionality
- layout of display
- location of display in store
- merchandise for display
- size of display.

Resources required may include:

- fixtures and fittings
- lights
- materials
- people
- supports
- time.

Factors that may affect the plan may include:

- availability of display stands and structures
- availability of staff
- budget requirements
- merchandise availability
- store promotions
- time requirements.

Visual merchandising plan may include:

- display location
- retail image
- store plan and design.

Damage or changes to the display may include:

- changes in the appearance of the display
- damage to fixtures, fittings or display supports
- damage to items on display.

Unit Sector(s)

Cross-Sector

Competency Field

Merchandising