



Australian Government

Department of Education, Employment and Workplace Relations

SIRXSL405 Coordinate a retail operation during economic downturns

Release: 1

SIRXSL S405 Coordinate a retail operation during economic downturns

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	New unit

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to monitor economic trends, assess their potential impact on business, and identify and implement sales and cost-reduction strategies to minimise adverse effects. It also covers collaborating with and supporting staff to maintain a positive workplace culture and promote sales.

Application of the Unit

This unit applies to area, store and department managers and team leaders responsible for anticipating and preparing for economic adversity and implementing strategies to sustain the retail business through difficult periods. It is important that the manager informs and motivates the staff team and that the team works together to minimise the adverse effects of economic downturns.

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. Assess effects of economic trends.	1.1. Monitor economic trend information from a variety of reliable sources. 1.2. Identify emerging economic trends that may directly or indirectly affect organisational retail operations. 1.3. Research possible effects of identified economic trends on organisational retail operations. 1.4. Consult on findings with relevant organisational personnel. 1.5. Select and prioritise economic effects requiring actions that fall within scope of role and responsibilities.
2. Engage and motivate staff during adverse trading conditions.	2.1. Inform staff of economic trends and encourage participation in identification of strategies for managing effects. 2.2. Reinforce selling skills and opportunities for optimising outcomes of events, offers and programs. 2.3. Negotiate adjustments to key performance indicators and discuss strategies for achieving expectations. 2.4. Identify and implement <i>strategies for boosting staff morale and maintaining optimism.</i>
3. Assess strategies for managing effects of economic trends.	3.1. Review past organisational information to identify effectiveness of strategies for managing the effects of economic trends. 3.2. Review industry information to identify innovative strategies for managing the effects of economic trends. 3.3. Assess applicability of identified historical and innovative strategies to current organisational operations and economic circumstances. 3.4. Communicate and negotiate with landlords, centre managers and local retailer groups to identify options for local action to attract customers.
4. Manage costs to reflect variable trading conditions.	4.1. Review <i>infrastructure and service costs</i> and identify manageable <i>cost-reduction strategies</i> in consultation with relevant personnel. 4.2. Review administration and service delivery costs and identify <i>strategies</i> to maintain service levels with reduced costs, in consultation with relevant personnel.

- 4.3. Review product range and supply arrangements and identify strategies to maximise sales and reduce costs in consultation with suppliers and relevant personnel.
- 4.4. Implement and monitor cost-management strategies and introduce refinements in consultation with relevant personnel.

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
 - consult with relevant personnel regarding research findings
 - negotiate changes and communicate details of implementation plans through clear and direct communication
 - report information and communicate recommendations
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- literacy and numeracy skills to:
 - document plans and reports
 - evaluate economic trends and forecast effect on business
- negotiation skills to consult with landlords, centre managers and local retailer groups to identify options for local action to attract customers
- planning and organising skills to:
 - collect and organise information
 - plan and propose changes
- presentation skills to present research findings to staff and relevant personnel

Required knowledge

- emerging trends and changes in retail technology and resources
- market needs and marketing opportunities
- methodologies for analysing efficiency and effectiveness
- methodologies for assessing alternatives in areas of change, including contingency planning
- resource use and costs to the organisation
- store policies and procedures in regard to:
 - applying relevant legislation and organisational rules
 - initiating and implementing change
- financial analysis techniques, including:
 - cost and benefit differential
 - risk analysis
- workplace procedures for quality assurance and control

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 economic trends and prioritises those requiring action
- implements cost-management strategies
- motivates staff to maintain optimism and maximise sales potential
- reviews and assesses strategies for managing effects of economic trends, and considers and consults on options for attracting customers.

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work environment
- economic trend information
- current industry and market data
- relevant organisational information, including:
- organisational values and objectives
- relevant human resources policies
- relevant financial data
- key performance indicators
- sales plans
- staff planning and employment data
- stock management and control data.

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 role play
- customer 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.

Strategies for boosting staff morale and maintaining optimism may include:

- being a good role model
- giving positive feedback
- introducing new rewards
- keeping staff informed and reassured
- organising social events.

Infrastructure and service costs may include:

- building maintenance services
- cleaning services
- equipment servicing and maintenance
- gas and electricity supply
- rent and rates
- telecommunications
- waste disposal services
- water supply.

Cost-reduction strategies may include:

- adjusting heating and cooling levels
- decreasing store or storage area
- delaying store and visual merchandising refurbishments
- phone limitations
- reducing frequency of services, such as:
 - cleaning
 - equipment servicing and maintenance.

Strategies may include:

- altering staff numbers, types and shift arrangements
- reducing postage and printing costs.

Unit Sector(s)

Cross-Sector

Competency Field

Sales