

<b>UNIT CODE</b>	<b>SIRRMERXXX</b>
<b>UNIT TITLE</b>	<b>Develop and implement visual merchandising strategy for a brand</b>
<b>APPLICATION</b>	<p>This unit describes the performance outcomes, skills and knowledge required to develop and implement visual merchandising strategies for new and existing brands.</p> <p>This unit applies to senior visual merchandisers and senior stylists working in a diverse range of sectors and business contexts. They operate with independence and within established organisational policies and procedures. They are responsible for making creative and strategic decisions within the scope of their job role.</p> <p>The skills in this unit must be applied in accordance with Commonwealth and State/Territory legislation, Australian/New Zealand standards and industry codes of practice.</p> <p>No occupational licensing, certificate or specific legislative requirements apply to this unit at the time of publication.</p>
<b>PREREQUISITE UNIT</b>	Nil
<b>COMPETENCY FIELD</b>	Merchandising
<b>UNIT SECTOR</b>	Retail

<b>ELEMENTS</b>	<b>PERFORMANCE CRITERIA</b>
<i>Elements describe the essential outcomes</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Research and analyse brand.	1.1 Access, interpret and analyse strategic, sales, marketing and stakeholder information relevant to brand. 1.2 Research, interpret and analyse market information to identify target markets and customer values and needs. 1.3 Research, interpret and analyse market information to identify and evaluate visual merchandising trends relevant to brand. 1.4 Research and evaluate visual merchandising concepts relevant to brand. 1.5 Research and interpret senior executive, supplier and stakeholder expectations and needs.

2. Develop visual merchandising strategy.	2.1 Create visual merchandising strategy to meet identified needs. 2.2 Develop plan to implement visual merchandising strategy. 2.3 Draft visual merchandising strategy and implementation plan. 2.4 Consult with and senior executives, suppliers and stakeholders to gather merchandising strategy and implementation plan feedback. 2.5 Interpret and use feedback to adjust visual merchandising strategy and implementation plan. 2.6 Present visual merchandising strategy and implementation plan to senior executive for approval.
3. Implement and monitor visual merchandising strategy.	3.1 Implement visual merchandising strategy according to agreed implementation plan. 3.2 Monitor implementation of visual merchandising strategy against planned activities and budget. 3.3 Evaluate and adjust visual merchandising strategy to improve brand performance.

FOUNDATION SKILLS	
<i>Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.</i>	
SKILLS	DESCRIPTION
Reading skills to:	■
Writing skills to:	■
Oral communications skills to:	■ adapt communication techniques and styles to meet the needs to others.
Numeracy skills to:	■ read, interpret, use, communicate and document: <ul style="list-style-type: none"> <li>○ spatial and measurement information related to visual merchandising</li> <li>○ statistical and financial market and customer data</li> <li>○ visual merchandising budgets</li> </ul> ■ interpret and communicate market patterns and trends.
Learning skills to:	■
Problem-solving skills to:	■
Initiative and enterprise skills to:	■
Teamwork skills to:	■

Planning and organising skills to:	■
Self-management skills to:	■
Technology skills to:	<ul style="list-style-type: none"> <li>■ access, use and communicate information using digital technology</li> <li>■ design and document visual merchandising spatial plans.</li> </ul>
<b>UNIT MAPPING INFORMATION</b>	No equivalent unit
<b>LINKS</b>	Companion Volume Implementation Guide

<b>TITLE</b>	<b>Assessment Requirements for SIRRMERXXX Develop and implement visual merchandising strategy for a brand</b>
<b>PERFORMANCE EVIDENCE</b>	<p>Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:</p> <ul style="list-style-type: none"> <li>■ research, develop, document, implement, monitor and evaluate visual merchandising strategy for one existing and one new brand.</li> </ul>

<p><b>KNOWLEDGE EVIDENCE</b></p>	<p>Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:</p> <ul style="list-style-type: none"> <li>■ organisational policies and procedures applicable to developing and implementing visual merchandising strategy for a brand</li> <li>■ legal requirements applicable to developing and implementing visual merchandising strategy for a brand</li> <li>■ marketing concepts: <ul style="list-style-type: none"> <li>○ marketing mix</li> <li>○ reverse briefs</li> <li>○ industry category</li> <li>○ market segmentation</li> <li>○ marketing strategy planning</li> <li>○ customer behaviour</li> </ul> </li> <li>■ digital and analogue spatial design techniques</li> <li>■ brand management concepts <ul style="list-style-type: none"> <li>○ sensory and perceptive brand immersion</li> <li>○ brand experience</li> <li>○ brand activation</li> <li>○ brand vision and identity</li> <li>○ brand storyline</li> <li>○ multi-channel brand applications and purposes</li> <li>○ brand element personality, tone and voice</li> <li>○ brand strategy planning</li> </ul> </li> <li>■ visual merchandising strategy and implementation plan contents <ul style="list-style-type: none"> <li>○ target markets</li> <li>○ customer values and needs</li> <li>○ supplier requirements</li> <li>○ stakeholder requirements</li> <li>○ brand performance indicators</li> <li>○ visual merchandising concept</li> <li>○ place management</li> <li>○ spatial plans</li> <li>○ budgets</li> <li>○ timelines</li> <li>○ actions.</li> </ul> </li> </ul>
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<b>ASSESSMENT CONDITIONS</b>	<p>Skills must be demonstrated in the workplace or in a simulated work environment that reflects workplace conditions in a service industries environment.</p> <p>Assessment must ensure access to:</p> <ul style="list-style-type: none"> <li>■ organisational policies and procedures applicable to developing and implementing visual merchandising strategy for a brand</li> <li>■ digital technology for research, design, documentation and presentation</li> <li>■ a new and an existing brand and associated strategic, sales, marketing and stakeholder information</li> <li>■ suppliers, stakeholders and senior executives</li> <li>■ templates for visual merchandising strategies and implementation plans.</li> </ul> <p>Assessors must satisfy the Standards for Registered Training Organisations requirements for assessors.</p>
<b>LINKS</b>	<p>Companion Volume Implementation Guide</p>