

Training Package	Retail Services (SIR07)		HSC Requirements and Advice
Unit title	Merchandise products		
Unit code	Competency field	Sector	HSC Indicative Hours 20
SIRXMER001A	Merchandising	Cross-Sector	

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to merchandise products within a retail store. It involves the arrangement and presentation of merchandise, setting up and maintaining displays and labelling and pricing stock.
Prerequisite units	Nil
Application of the unit	This unit applies to frontline retail personnel. It requires the team member to demonstrate the consistent application of store policies and procedures in regard to displaying, merchandising, ticketing, labelling, pricing and storage of stock, including application of correct manual handling, storage and display techniques according to stock characteristics, industry codes of practice, relevant legislation, government regulations, and industry codes of practice.
Employability Skills	The required outcomes described in this unit contain applicable facets of Employability Skills. The <i>Employability Skills Summary</i> of the qualification in which this unit is packaged will assist in identifying Employability Skill requirements.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Context of and specific resources for assessment	Methods of assessment	Assessing Employability Skills
<p>Evidence of the following is <u>essential</u>:</p> <ul style="list-style-type: none"> • applies store policies and procedures and legislative requirements in regard to displaying, merchandising, ticketing, pricing and storage of stock • displays merchandise on floor, fixtures, shelves and display areas, in determined locations, according to special manual handling techniques and other safety requirements • prepares display labels and price tickets for merchandise with regard to store policies and procedures 	<p>Assessment <u>must</u> ensure access to:</p> <ul style="list-style-type: none"> • a retail work environment • a range of ticketing and pricing equipment • merchandise for display • display materials and props • cleaning materials • relevant documentation, such as: <ul style="list-style-type: none"> - store policy and procedure manuals on housekeeping, merchandising and OHS - manufacturer instructions and operation manuals for electronic ticketing equipment 	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • observation of performance in the workplace • third party reports from a supervisor • 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. 	<p>Employability Skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.</p> <p>Employability Skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.</p>

Critical aspects for assessment and evidence required to demonstrate competency in this unit cont/d	Context of and specific resources for assessment cont/d	Methods of assessment cont/d	
<ul style="list-style-type: none"> • operates, maintains and stores a range of ticketing equipment according to: <ul style="list-style-type: none"> - store policy and procedures - industry codes of practice - manufacturer instructions and design specifications • arranges correct pricing and information on merchandise according to store procedures, industry codes and government requirements • identifies damaged, soiled or out of date stock and takes corrective action as required by store procedures and legislative requirements • maintains display areas and replenishes stock as required according to with store procedures and legislative requirements • performs correct manual handling, storage and display techniques according to: <ul style="list-style-type: none"> - stock characteristics - industry codes of practice - OHS legislation and codes of practice. 	<ul style="list-style-type: none"> • relevant legislation and industry codes of practice. 	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> • SIRXSLS001A Sell products and services • SIRXSLS002A Advise on products and services. 	

Required Skills and Knowledge		HSC Requirements and Advice
This section describes the essential skills and knowledge and their level, required for this unit.		
<p>The following skills <u>must</u> be assessed as part of this unit:</p> <ul style="list-style-type: none"> • use and maintenance of manual and electronic labelling and ticketing equipment • completing tasks in a set timeframe • literacy and numeracy skills in relation to: <ul style="list-style-type: none"> - reading and interpreting store procedures and guidelines - machine or manual preparation of labels and tickets - reading and understanding manufacturer instructions. 	<p>The following knowledge <u>must</u> be assessed as part of this unit:</p> <ul style="list-style-type: none"> • store policies and procedures, in regard to: <ul style="list-style-type: none"> - merchandising, ticketing and pricing of stock - correct storage of stock - store promotional themes, including advertising, catalogues and special offers - location of display areas - availability and use of display materials - stock rotation - stock replenishment - merchandise range - scheduling for building or rotating displays - correct storage procedures for labelling and ticketing equipment and materials • correct manual handling techniques for protection of self and merchandise • principles of display • elements and principles of design and trends in retail design • relevant OHS regulations, including: <ul style="list-style-type: none"> - manual handling - hygiene and sanitation - hazardous substances - labelling of workplace substances • relevant legislation and statutory requirements • pricing procedures including inclusion and exclusion of GST • relevant industry codes of practice. 	<p>Key Terms and Concepts</p> <ul style="list-style-type: none"> • arrange/face up merchandise • correct manual handling techniques • corrective action • display materials and props • display merchandise • fixtures • housekeeping practices • labels and tickets • load bearing and load limit capacity • maintaining correct pricing and information • merchandise • merchandise characteristics • merchandise range • merchandising • operation, use and maintenance of labelling and ticketing equipment • optimum stock levels • prepare, place, arrange and display labels and tickets • placement of merchandise and displays • present merchandise • pricing structure • principles of display • product life • promotional themes • recycling and waste disposal • retail design • safe work practices and procedures • scheduling for building and rotating displays • setting up and maintaining displays • special promotion areas • standard work activities/tasks • stock handling and display techniques • stock replenishment and rotation • stock storage and security • storage of labelling and ticketing equipment and materials • workplace/company/store policy and procedures.

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
1 Place and arrange merchandise	1.1 Unpack <i>merchandise</i> according to <i>store policy and procedures</i> and <i>legislative requirements</i> .	<p>The Range Statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. <i>Bold italicised</i> wording in the Performance Criteria is detailed below.</p> <p><i>Merchandise</i> may be characterised by:</p> <ul style="list-style-type: none"> • type • brand • size • customer needs • colour • price. <p><i>Store policy and procedures</i> <u>in regard to:</u></p> <ul style="list-style-type: none"> • merchandising of stock • preparing and displaying labels and tickets • maintaining displays. <p><i>Legislative requirements</i> may include:</p> <ul style="list-style-type: none"> • pricing requirements, including GST requirements • industry codes of practice • discounted items • Trade Practices and Fair Trading Acts. 	<p>Learning experiences for the HSC must address:</p> <p>Define:</p> <ul style="list-style-type: none"> • merchandise • merchandise range • merchandising. <p>Knowledge of merchandise characteristics which may affect its handling, storage and display.</p> <p>Merchandise characteristics including:</p> <ul style="list-style-type: none"> • type • brand • size • customer needs • colour • price. <p>Basic knowledge of product life, storage and security requirements for merchandise including:</p> <ul style="list-style-type: none"> • general items • specialist items • restricted items • high risk merchandise. <p>Planning and preparation for merchandising products in a retail services workplace/company/store.</p> <p>Knowledge of appropriate time frames for the completion of standard work activities/tasks.</p>
	1.2 Place merchandise on floor, fixtures and shelves in determined locations according to OHS and other relevant legislative requirements.		<p>Learning experiences for the HSC must address:</p> <p>Placement of merchandise/displays in appropriate location according to:</p> <ul style="list-style-type: none"> • store policy and procedure manuals • plan-o-grams • supervisor/team leader instructions.
	1.3 <i>Display</i> merchandise to achieve a balanced, fully-stocked appearance and promote sales.	<p><i>Display</i> may include:</p> <ul style="list-style-type: none"> • setting new displays • maintaining existing displays. 	<p>Learning experiences for the HSC must address:</p> <p>A basic understanding of:</p>

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
			<ul style="list-style-type: none"> • principles of display <ul style="list-style-type: none"> - balance <ul style="list-style-type: none"> ▪ symmetric ▪ asymmetric ▪ combination - focus • retail design <ul style="list-style-type: none"> - elements and principles - trends. <p>Availability and use of a range of display materials and props.</p> <p>Set up and maintenance of merchandise displays.</p> <p>Workplace/company/store scheduling for building displays.</p>
	1.4 Identify damaged, soiled or out of date stock and take corrective action as required according to store procedure.		
	1.5 Place stock range to conform with fixtures, ticketing, prices or bar codes.		
	1.6 Rotate stock according to stock requirements and store procedure.		<p>Learning experiences for the HSC must address:</p> <p>Stock rotation including:</p> <ul style="list-style-type: none"> • FIFO (first in first out). <p>Monitoring for slow-moving items.</p>
	1.7 Ensure stock presentation conforms to special <i>handling techniques</i> and other <i>safety requirements</i> .	<p><i>Handling techniques</i> may vary according to:</p> <ul style="list-style-type: none"> • stock characteristics • store policy • legislative requirements • industry codes of practice. <p><i>Safety requirements</i> may relate to:</p> <ul style="list-style-type: none"> • transport, storage and handling of goods • hazardous substances • labelling of workplace substances. 	<p>Learning experiences for the HSC must address:</p> <p>A knowledge of correct manual handling techniques for protection of self, others and stock when:</p> <ul style="list-style-type: none"> • moving stock • lifting/carrying • loading/unloading • working at heights • bending and twisting • using mechanical aids • undertaking repetitious tasks.

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			<p>An awareness of legal requirements for weight limits.</p> <p>Safe work practices in accordance with occupational health and safety (OHS) regulations, legislation and statutory requirements.</p> <p>An awareness of safe work practices and procedures including:</p> <ul style="list-style-type: none"> • OHS induction training • selection, use and maintenance of personal protective equipment (PPE) • selection of appropriate tools for the task • correct use, maintenance and storage of tools and equipment • correct handling, application, labelling and storage of hazardous and non-hazardous materials • safe posture (sitting, standing, bending and lifting) • correct manual handling (lifting and transferring) • location and use of safety alarms and emergency exits • correct use of fire fighting equipment: <ul style="list-style-type: none"> - fire blanket - fire extinguishers • hazard identification and risk control • basic first aid training and access to first aid kits • procedures to follow in the event of an emergency • effective communication and teamwork • adherence to work instructions, workplace/company/store policies and procedures • housekeeping/clean-up procedures, including waste disposal, with proper consideration of OHS and the environment. <p>Handling and display techniques according to:</p> <ul style="list-style-type: none"> • stock characteristics • workplace/company/store policy and procedures • legislation • government regulations • industry codes of practice.

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2 Prepare display labels/tickets	2.1 Prepare <i>labels and tickets</i> for window, wall or floor displays according to store policy.	Preparation of <i>labels and tickets</i> may involve: <ul style="list-style-type: none"> pricing gun shelf tickets shelf talkers written labels swing ticketing bar coding price boards header boards. 	<p>Learning experiences for the HSC must address:</p> <p>Knowledge of a range of labels and tickets and their use including:</p> <ul style="list-style-type: none"> shelf ticket shelf talker written label swing ticket bar code price board header board. <p>Information on labels and tickets including:</p> <ul style="list-style-type: none"> price product detail(s) special condition(s) bonus/other offer(s).
	2.2 Prepare tickets using electronic equipment or neatly by hand according to store procedures.		<p>Learning experiences for the HSC must address:</p> <p>Operation, use and maintenance of labelling and ticketing equipment:</p> <ul style="list-style-type: none"> manual electronic. <p>Awareness of the sources of information for the operation, use and maintenance of labelling and ticketing equipment:</p> <ul style="list-style-type: none"> workplace/company/store policies and procedures manufacturer's instructions/operation manuals design specifications industry codes of practice.
	2.3 Identify soiled, damaged, illegible or incorrect labels and tickets and take corrective action.		
	2.4 Use and maintain electronic ticketing and labelling equipment according to design specifications.		

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
	2.5 Store ticketing equipment in a secure location.		<p>Learning experiences for the HSC must address:</p> <p>Storage of labelling and ticketing equipment and materials with consideration for:</p> <ul style="list-style-type: none"> • climatic effects • OHS • stability • security • ease of access.
3 Place, arrange and display price labels and tickets	3.1 Place labels and tickets visibly and correctly on merchandise. 3.2 Replace labels and tickets according to store policy. 3.3 Maintain correct pricing and information on merchandise according to store procedures, industry codes of practice and legislative requirements.		<p>Learning experiences for the HSC must address:</p> <p>Workplace/company/store pricing structure including:</p> <ul style="list-style-type: none"> • pricing procedures <ul style="list-style-type: none"> - inclusion/exclusion of Goods and Services Tax (GST) - price lists • sales reductions • discounted items and markdowns. <p>Correct placement of pricing and information on merchandise according to:</p> <ul style="list-style-type: none"> • workplace/company/store policy and procedures • industry codes of practice • government regulations.
4 Maintain displays	4.1 Reset and dismantle <i>special promotion areas</i> .	<p><i>Special promotion areas</i> may be:</p> <ul style="list-style-type: none"> • permanent or temporary • interior or exterior • publicly accessible • windows • shelves • wall fixtures • on floor. 	<p>Learning experiences for the HSC must address:</p> <p>Awareness of a range of promotion areas including:</p> <ul style="list-style-type: none"> • permanent or temporary • interior or exterior • publicly accessible • windows • shelves • wall fixtures • on floor.

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			Knowledge of a range of store promotional themes including: <ul style="list-style-type: none"> • advertising • catalogues • special offers.
	4.2 Assist supervisor in selection of merchandise for display.		
	4.3 Arrange and face up merchandise as directed and according to layout specifications and load-bearing capacity of fixtures.		
	4.4 Identify, reset or remove unsuitable or out-of-date displays as directed.		Learning experiences for the HSC must address: Workplace/company/store scheduling for rotating displays.
	4.5 Identify optimum stock levels and replenish stock according to store policy.		Learning experiences for the HSC must address: Workplace/company/store policies and procedures for maintaining/replenishing stock levels.
	4.6 Maintain display areas in a clean and tidy condition.		Learning experiences for the HSC must address: Housekeeping practices with proper consideration of the environment and OHS. An awareness of housekeeping practices including: <ul style="list-style-type: none"> • cleaning • tidying • hygiene/sanitation • containment of loose stock. An understanding of OHS guidelines and regulations relating to cleaning agents, chemicals/hazardous substances and cleaning equipment. Sources of information for the safe use/operation of cleaning/housekeeping equipment and materials: <ul style="list-style-type: none"> • manufacturer's instructions/operation manuals

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	4.7 Remove excess packaging from display areas.		<ul style="list-style-type: none"> • design instructions • OHS legislation/regulations • codes of practice • plant and equipment regulations • labels/Material Safety Data Sheets (MSDS). <p>Learning experiences for the HSC must address:</p> <p>Packing materials including:</p> <ul style="list-style-type: none"> • paper • cardboard • plastic • packing tape • ties/staples • polystyrene. <p>Environmental considerations for dealing with waste including:</p> <ul style="list-style-type: none"> • recycling <ul style="list-style-type: none"> - paper-based products - plastic • approved disposal of <ul style="list-style-type: none"> - hazardous material - non-hazardous material. <p>Knowledge of workplace/company/store policies and procedures for waste disposal.</p>
5 Protect merchandise	5.1 Identify and apply correct handling, storage and display techniques according to stock characteristics and legislative requirements.		<p>Learning experiences for the HSC must address:</p> <p>Storage of stock with consideration for:</p> <ul style="list-style-type: none"> • climatic effects • OHS • stability • security • ease of access • time frame for storage.