<table>
<thead>
<tr>
<th>Training Package</th>
<th>Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title:</strong></td>
<td>Merchandise Products</td>
</tr>
<tr>
<td><strong>Unit Code</strong></td>
<td><strong>Unit Descriptor</strong></td>
</tr>
<tr>
<td>WRRM.1A</td>
<td>This unit involves the arrangement and presentation of merchandise within the store. It includes the setting up and maintenance of displays and labelling or pricing stock.</td>
</tr>
<tr>
<td></td>
<td><strong>Skill Area</strong></td>
</tr>
<tr>
<td></td>
<td>Merchandising</td>
</tr>
<tr>
<td></td>
<td><strong>Phase</strong></td>
</tr>
<tr>
<td></td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td><strong>HSC Indicative Hours:</strong></td>
</tr>
<tr>
<td></td>
<td>35</td>
</tr>
<tr>
<td>Training Package</td>
<td>Retail</td>
</tr>
<tr>
<td>------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Title:</td>
<td>Merchandise Products</td>
</tr>
<tr>
<td>Unit Code</td>
<td>WRRM.1A</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Unit Descriptor</td>
<td>This unit involves the arrangement and presentation of merchandise within the store. It includes the setting up and maintenance of displays and labelling or pricing stock.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Element Of Competency</th>
<th>Performance Criteria</th>
<th>Underpinning Skills and Knowledge</th>
<th>Evidence Requirements</th>
<th>HSC Requirements</th>
</tr>
</thead>
</table>
| M.1.1 Place and Arrange Merchandise | - Merchandise unpacked in accordance with salon/store procedure.  
- Merchandise placed on floor, fixtures and shelves in determined locations.  
- Merchandise displayed in achieve a balanced fully stocked appearance and promote sales.  
- Damaged, soiled or out of date stock identified and corrective action taken as required according to store procedure.  
- Stock range placed to conform with fixtures, ticketing, prices or bar codes.  
- Stock rotated according to stock requirements and store procedure.  
- Stock presentation conforms to special handling techniques and other safety requirements. | The following knowledge, understanding and skills are essential to perform work to the required standard in this unit:  
Operational knowledge of store policies and procedures, in regard to:  
- merchandising, ticketing and pricing of stock  
- correct storage of stock  
- principles of display  
- 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 and rotating displays  
- correct manual handling techniques for protection of self and merchandise  
Basic knowledge of elements and principles of design and trends in retail design. | Critical Aspects of Evidence  
Evidence of the following knowledge and skills is considered essential to demonstrate competency in this unit:  
- consistently apply store policies and procedures in regard to displaying, merchandising, ticketing, pricing and storage of stock.  
- displaying merchandise on floor, fixtures shelves/display areas, in determined locations, in accordance with special manual handling techniques and other safety requirements.  
- preparing display labels and price tickets for merchandise with regard to store policies and procedures.  
- operating, maintaining and storing a range of ticketing equipment according to:  
  - store policy and procedures  
  - industry codes of practice  
  - manufacturers’ instructions and design specifications.  
- arranging correct pricing and information on merchandise according to store procedures, industry codes and government requirements.  
- use of manual and electronic ticketing equipment  
- occupational health and safety requirements in relation to unpacking, moving, lifting, stacking, displaying and storing stock  
- relevant legislation and regulations | Learning experiences for the HSC must include the opportunity to develop the specified competencies in relation to:  
- importance of store image  
- aspects of exterior and interior design eg entrances, signage, window displays, layout, fixtures, ambience  
- elements of display – colour, shape, placement, arrangement, lighting  
- display types – wall displays, free-standing displays, aisles, fixtures, showcases, display windows  
- appropriate display styles for a range of merchandise types eg apparel, fresh and packaged foodstuffs, homewares  
- stock presentation and stock rotation  
- ticketing types, methods and information – eg price, size, packing date, bar code  
- use of manual and electronic ticketing equipment  
- occupational health and safety requirements in relation to unpacking, moving, lifting, stacking, displaying and storing stock  
- relevant legislation and regulations. |
<table>
<thead>
<tr>
<th>Title: Merchandise Products</th>
<th>HSC Indicative Hours: 35</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Element of Competency</strong></td>
<td><strong>Performance Criteria</strong></td>
</tr>
</tbody>
</table>
| M.1.2 Prepare Display Labels/Tickets | - Labels/tickets for window, wall or floor displays prepared according to store policy.  
- Tickets prepared using electronic equipment or neatly by hand according to store procedures.  
- Soiled, damaged, illegible or incorrect labels/tickets identified and corrective action taken.  
- Electronic ticketing equipment used and maintained according to design specifications.  
- Ticketing equipment maintained and stored in a secure location. | Basic operational knowledge of relevant:  
- occupational health and safety regulations including manual handling and hygiene and sanitation  
- legislation and statutory requirements, including consumer law  
- industry codes of practice, including:  
  - Supermarket Scanning Code  
  - Jewellery and Timepieces Industry Code | Identifying damaged, soiled or out of date stock and taking corrective action as required by store procedures and legislative requirements  
- maintaining display areas and replenishing stock as required in accordance with store procedures and legislative requirements  
- performing correct manual handling, storage and display techniques according to:  
  - stock characteristics  
  - industry codes of practice  
- occupational health and safety legislation/regulations/codes of practice. | Key terms and concepts  
- merchandising  
- principles of display  
- stock rotation  
- props, risers, stocks, backgrounds  
- planogram  
- traffic flow  
- open, partial and full displays  
- layout – grid, free flow, herringbone  
- fixtures and fittings  
- labels and tickets  
- barcode  
- use by and packaging date  
- promotions |
| M.1.3 Place, Arrange and Display Price Tickets and Labels. | - Tickets/labels are visible and correctly placed on merchandise.  
- Labels/tickets replaced according to store policy.  
- Correct pricing and information maintained on merchandise according to store procedures, industry codes and government requirements. | Operational skills and techniques in:  
- use and maintenance of manual and electronic labelling/ticketing equipment  
- completing tasks in a set time frame.  
- literacy and numeracy skills in regard to:  
  - reading and interpreting store procedures and guidelines  
  - machine or manual preparation of labels/tickets  
  - reading and understanding manufacturer’s instructions | | |
## Title: Merchandise Products

<table>
<thead>
<tr>
<th>Element of Competency</th>
<th>Performance Criteria</th>
<th>Underpinning Skills and Knowledge</th>
<th>Evidence Requirements</th>
<th>HSC Requirements</th>
</tr>
</thead>
</table>
| M.1.4 Maintain Displays | • Special promotion areas reset and dismantled.  
• Supervisor assisted in selection of merchandise for display.  
• Merchandise arranged/faced up as directed and/or according to layout specifications and load bearing capacity of fixtures.  
• Unsuitable or out of date displays identified, reset and/or removed as directed.  
• Optimum stock levels identified and stock replenished according to store policy.  
• Display areas maintained in a clean and tidy manner.  
• Excess packaging removed from display areas. | | | |
| M.1.5 Protect Merchandise | • Correct handling, storage and display techniques identified and used according to stock characteristics and industry codes. | | | |

### Range of Variables

The range of variables statement provides details of the scope of the elements and performance criteria to allow for differences within enterprises and workplaces, including practices, knowledge and requirements. The range of variables also provides a focus for assessment and relates to the unit as a whole.

The following variables may be present:

- Store policies and procedures in regard to merchandising of stock.
- Size, type and location of store.
- Size, type and location of display areas and fittings.
- Store merchandise range.
- Industry codes of practice.
# Title: Merchandise Products

<table>
<thead>
<tr>
<th>Method and Context of Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>This section should be read in conjunction with the Qualifications, Section 3.4 and the Assessment guidelines, Section 3 of the <em>National Retail Training Package</em>.</td>
</tr>
</tbody>
</table>

What assessment is appropriate, what evidence should be gathered, how competence is required to be demonstrated and where assessment (on job, off job) should be undertaken for this unit are set out below:

**Competency** is demonstrated by performance of all stated criteria according to the range of variables applicable to the workplace.

Evidence should be gathered attesting to the achievement of competence by the candidate to the standard required for each element and unit of competency.

Evidence is best gathered using the products, processes and procedures of the individual workplace context as the means by which the candidate achieves retail industry competencies.

In order to ensure consistency of performance, evidence should be collected over a set period of time that is sufficient to include dealings with an appropriate range and variety of retail situations.

Elements of competency contain both theoretical and practical components. The theoretical components may be assessed off the job. the practical components should be assessed either in a work or simulated work environment.

Assessment activities may also include written or verbal short answer testing, multiple-choice testing, practical exercises, role plays, research/project work or observation of practical demonstration.

**Unit Assessment**

Evidence is most relevant when provided through a holistic assessment activity which integrates the elements of competency for each unit.

The unit assessment activity will require the candidate to gather evidence of ability to:
- apply knowledge and skills which underpin the process required to demonstrate competence, including the appropriate key competencies
- integrate knowledge and skills critical to demonstrating competence in this unit.

In the activity for M.1: *Merchandise Products*, the candidate will demonstrate the ability to undertake basic merchandising and display activities with the air of enhancing sales performance for specified products.

Unit assessment exemplars are available in the *Guide to Assessment Activities* for Certificate II in Retail Operations.
### Title: Merchandise Products

#### Interdependent Assessment of Units (Integrated Competency Assessment)

The pattern and selection of units of competency for the Certificate II in Retail Operations are set out in the Qualifications, Section 3.4 of the National Retail Training Package.

To facilitate the assessment process within each qualification, units of competency have been grouped into phases of inter-related units. Each phase is assessed through an Integrated Competency Assessment activity to assure that appropriate holistic assessment occurs for each group of inter-related units of competency.

Unit M.1: Merchandise Products is a Phase C1 unit within Certificate II in Retail Operations. Phase C1 is an elective stream. The other Phase C1 Units are:

- S2: Advise on Products and Services
- S1: Sell Products and Services

Each Integrated Competency Assessment activity is based on a theme that focuses the assessment on those aspects of the phase considered to be most critical for competent workplace performance.

When each unit of competency in Phase C1 has been completed the candidate will undertake an Integrated Competency Assessment based on the theme *Promoting Products So That They Sell*.

The Integrated Competency Assessment activity will require the candidate to:

- apply the skills and knowledge which underpin the process required to demonstrate competency in the workplace, including the appropriate key competencies
- integrate the most critical aspects of the phase for which workplace competency must be demonstrated.

The assessment will integrate those aspects of Unit M.1: Merchandise Products that are critical to the theme of *Promoting Products So That They Sell* in order to demonstrate the acquisition of knowledge and skills in promoting, displaying, providing information and selling the products and services of the candidate’s workplace.

The evidence should be gathered during learning and assessment activities for each unit of competency within Phase C1.

Integrated Competency Assessment exemplars are available in the *Guide to Assessment Activities for Certificate II in Retail Operations*.

<table>
<thead>
<tr>
<th>HSC Indicative Hours:</th>
<th>35</th>
</tr>
</thead>
</table>

### Related learning for the HSC

Delivery of this unit may be integrated with other units including:

WRSS2: Advise on Products and Services
WRSS1: Sell Products and Services

and to other related units in Phases A and B.

Students may draw on skills and knowledge developed in other studies to achieve competency in this unit. These could include:

- English
- Business Studies
- Visual Arts
- Work Studies

Assessment of competency for this unit must conform to the requirements set out in the Evidence Guide.
**Title:** Merchandise Products

**Resource Implications**

This refers to the resources that are necessary for undertaking the assessment.

All resources must be provided for the assessment. If workplace based, the resources should relate specifically to store policies, procedures and range of stock and equipment. If an off the job or simulated work environment is used then resources should be generic and be applicable to a wide variety of stores/work environments. Resources may include:

- a real or simulated retail environment
- a range of ticketing and pricing equipment
- merchandise for display
- display materials and props
- cleaning materials
- relevant documentation, such as:
  - store policy and procedure manuals on housekeeping, merchandising and occupational health and safety
  - manufacturers’ instructions/operation manuals on electronic ticketing equipment
  - relevant legislation and industry codes of practice.
- qualified workplace assessor.

<table>
<thead>
<tr>
<th>Key Competencies</th>
<th>Collecting, analysing, and organising information</th>
<th>Communicating ideas and information</th>
<th>Planning &amp; organising activities</th>
<th>Work with others and in teams</th>
<th>Use mathematical ideas and techniques</th>
<th>Solving problems</th>
<th>Use technology</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**HSC Indicative Hours:** 35

**Resources that may be used in training and assessment for this unit:**

- Board of Studies – Retail Support Document
- National Retail Training Materials – Certificate II in Retail Operations – Curriculum – RET 013 – Merchandise Products
- National Retail Training Materials – Learners Guide – Merchandise Products
- National Retail Training Materials – Guide to Assessment Activities
- Materials developed by Registered Training Organisations
- Various commercially produced materials