

Accreditation : This Module is a Nationally Accredited Course
Title : **SIRXMER002A – CO-ORDINATE MERCHANDISE PRESENTATION**
Field Of Study : **MERCHANDISING**

What is this course all about?

This unit encompasses the competencies required to ensure that staff arrange, present and label or price merchandise according to store requirements. It also involves informing staff of store requirements, promotions and special events and providing feedback to management in regard to improvement of store marketing and promotional activities.

When you have finished this course you should be able to demonstrate your ability to:

Coordinate merchandise presentation and display – SIRXMER002A/01

- ❑ Items to be advertised/promoted, identified according to store merchandising policy.
- ❑ Promotions or special events planned, coordinated and evaluated as directed by management.
- ❑ Construction and maintenance of displays planned and supervised in order to achieve balance and visual impact.
- ❑ Staff informed of store display standards/ requirements.
- ❑ Staff informed of occurrence and timing of promotions and special events.
- ❑ Product/service display information accurately depicts product/service being promoted.
- ❑ Displays are completed according to required time schedule, with minimum disruption to customer service and traffic flow.
- ❑ Displays constructed and maintained in a safe, secure manner.
- ❑ Replenishment of merchandise and rotation of stock on store displays regularly monitored and action taken as required.
- ❑ Staff informed of appropriate timing for dismantling and disposal of displays.
- ❑ Merchandise presentation evaluated against sales turnover and store presentation standards.
- ❑ Management provided with feedback in regard to improvement of store marketing and promotional activities.

Implement merchandise pricing - SIRXMER002A/02

- ❑ Store policies and procedures implemented in regard to pricing/ticketing.
- ❑ Current prices for products and services identified and amended according to store policy.
- ❑ Team members informed of both price changes and current pricing policies.

Some examples of individuals that will benefit from these courses are: -

- ❑ Managers /Supervisors
- ❑ Team leaders
- ❑ Administration
- ❑ Sales / Customer Services Staff
- ❑ Operations Staff

You will have better skills & knowledge and familiarise yourself more in the following areas –

Competency in this unit requires evidence that, you the candidate: -

- ❑ Consistently and accurately implements store policies and procedures in regard to displaying, merchandising, ticketing, pricing and storage of stock.
- ❑ Coordinates and monitors display, promotion and presentation of merchandise according to store policies and procedures and legislative requirements.
- ❑ Identifies products to be advertised/promoted according to store merchandising policies;
- ❑ Coordinates construction and maintenance of displays within time schedule set in regard to advertising, catalogues, special offers and in-store promotions in a safe and secure manner;
- ❑ Informs staff of pricing policies, promotions/special events, display standards/requirements and timing for dismantling/disposal of displays;
- ❑ Evaluates and reports sales and presentation effectiveness of store merchandising/promotional activities to management and staff as required by store policies and procedures;
- ❑ Store policies and procedures, in regard to;
 - merchandising, pricing and ticketing
 - merchandise range
 - storage of stock
 - stock rotation and replenishment
 - minimum stock levels required
 - Procedure for accessing information and implementing price changes
 - Principles of display/design
 - Location of display areas
 - Availability and use of materials
 - Store promotional themes

- Occurrence and timing of store promotions including advertising, catalogues and special offers
- Load bearing capacity of fixtures and display areas;
- Correct storage procedures for labelling/ticketing equipment and materials;
- Manufacturer's specifications for the use of electronic labelling/ticketing equipment
- Interpersonal communication skills including:
 - giving feedback
 - coaching
 - performance analysis
 - questioning/listening/observation
 - group presentation
 - team motivation
 - negotiation
 - verbal and non verbal communication
 - team leadership
- Literacy and numeracy skills in regard to:
 - machine or manual preparation of labels/tickets
 - reading and interpreting store policies and procedures
 - merchandise presentation and pricing

You will have better knowledge and familiarise yourself more in relevant legislation, codes, regulations and standards which include:

- Relevant occupational health and safety legislation/regulations/codes of practice
- Relevant legislation and statutory requirements including Trade Practices and Fair Trading Acts
- Pricing procedures including Goods and Services Tax (GST) requirements;
- Relevant industry codes of practice;

What Recognition will you achieve?

Where demonstrated competencies have been achieved in accordance with the endorsed Australian Quality Training Framework (AQTF) standards, a Statement of Results can be issued for those competencies successfully completed in this course. These can be combined with additional competencies achieved later, and together may build towards the issuing of qualification, at Certificate II plus. A certificate will be issued upon successful completion of this module.

How will you be assessed?

Demonstration of competencies for this qualification is achieved via formal assessment. Participants complete a work related project/activities, which incorporates the range of competencies covered for each unit.

Will you be eligible for subject exceptions?

The units can be completed through attendance at MTG training courses. You may have already attained some competencies covered in the units through previous training, work, or life experience. If you feel you can already demonstrate a competency, then you should apply for **Recognition of Current Competencies (RCC)**. An RCC application form can be found in the MTG trainee welcome kit where you can fill out and fax back to us on (03) 9482-6988 or simply visit our website on www.matrixtraininggroup.com/downloads.php In order to download this application.

What training materials and training aids will you have?

1. **Learner Guides:** - Matrix Training Group will supply each trainee with a module for each unit which contains must know information, learning activities and projects, which will keep you enthusiastically involved in the course. Upon completion of each module these activities will be handed in to the trainer, assessed then returned to trainees with relevant comments to keep you informed with your progress.
2. **Online Support:** - Your Trainer is always available through E-mail & Website support. Our website address is www.matrixtraininggroup.com
3. **Telephone Support:** - You may call your trainer during business hours for over the telephone support.