

**Accreditation** : This Module is a Nationally Accredited Course

**Title** : **SIRXMPR001A – PROFILE A RETAIL MARKET**

**Field Of Study** : **Marketing and Public Relations**

### What is this course all about?

This unit encompasses the skills and knowledge required to profile a retail market. It involves reviewing the image of the store, researching market demands, profiling store customers and implementing methods to attract customers to the store.

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

#### Review the image of the store – SIRXMPR001A/01

- ❑ The components of the store image are analysed.
- ❑ Relevant store documentation in relation to store image is accessed and analysed.
- ❑ The store image is promoted in an appropriate manner.

#### Research market demands for the store - SIRXMPR001A/02

- ❑ An appropriate area for researching market demands is selected.
- ❑ Appropriate market research techniques are applied in accordance with store policies.
- ❑ Market research is planned in accordance with store policies and procedures.
- ❑ Data is collected and analysed and presented in an appropriate manner.

#### Profile the store's customer - SIRXMPR001A/03

- ❑ The demography of the store's customers is researched.
- ❑ A demographic profile is developed.
- ❑ Information about changing trends is accessed and related to customer demands.

#### Implement methods to attract customers to store - SIRXMPR001A/04

- ❑ Information about the customer is accessed and analysed.
- ❑ Ideas for attracting customers are generated.
- ❑ A suitable idea is selected and developed in collaboration with others in the organisation.
- ❑ The idea is presented and discussed with supervisor.

- ❑ The idea is evaluated to ensure that it meets the requirements for the target customers.
- ❑ The idea is implemented in accordance with store policies and budgetary requirements

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: -*

- ❑ Analyses components of the store image by accessing relevant store documentation.
- ❑ Promotes the store image in an appropriate manner.
- ❑ Researches market demands using appropriate market research techniques;
- ❑ Accurately profiles store customers;
- ❑ Generates ideas for attracting customers to store;
- ❑ Selects and develops a suitable idea in collaboration with others;
- ❑ Presents and discusses idea with supervisor;
- ❑ Evaluates idea to ensure that it meets requirements for target customers;
- ❑ Implements the idea in accordance with store policies and budgetary requirements.
- ❑ Store policies and procedures, in regard to;
  - ❑ accessing documentation
  - ❑ promoting store image
- ❑ Market research methods
- ❑ Evaluation methods
- ❑ Interpersonal communication skills including:
  - Verbal and non verbal communication
  - Questioning and active listening
  - Presentation skills
  - Research skills
  - Interviewing skills
  - Collaboration

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

- ❑ 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](http://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](http://www.matrixtraininggroup.com)
3. **Telephone Support:** - You may call your trainer during business hours for over the telephone support.