

Accreditation : This Module is a Nationally Accredited Course

Title : **WRRM6A – CREATE A DISPLAY FOR SMALL BUSINESS**

Field Of Study : **MERCHANDISING**

What is this course all about?

This unit encompasses the competencies required to plan and implement a display for a small retail business. It involves identifying requirements for a display, developing display ideas, developing and implementing a display plan and maintaining the display.

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

Identify the requirements of the display – WRRM6A/01

- ❑ Purpose and audience for the display are identified.
- ❑ Products that will be displayed are identified.
- ❑ Organisational requirements are identified and relevant information researched where required;
- ❑ Resources required to create the display are identified.
- ❑ Constraints or factors that may impact on the creation of the display are considered.

Develop display ideas – WRRM6A/02

- ❑ Ideas for the display are generated using creative thinking techniques.
- ❑ Ideas are tested against display requirements and organisational requirements.
- ❑ Display options are discussed with relevant personnel.
- ❑ Display ideas are modified and refined according to feedback.

Develop and implement display plan – WRRM6A/03

- ❑ Ideas are developed into a detailed display plan.
- ❑ Resources, materials and products are sourced to meet plan requirements.
- ❑ Display is created following the display plan;
- ❑ Assistance is sought from relevant personnel where required,
- ❑ Display is reviewed and refinements made as required.

Maintain display – WRRM6A/04

- ❑ Display is kept clean and tidy and maintained according to display plan.
- ❑ Products are replaced as necessary.
- ❑ Changes or alterations to the display are made as appropriate;

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

- ❑ Managers /Supervisors / Team leaders
- ❑ Sales / Customer Services Staff / Operations Staff
- ❑ Marketing Personnel
- ❑ Display Creation Experts

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

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

- ❑ Can accurately identify the requirements of a new display.
- ❑ Can create a display plan that meets the requirements of the product, the audience and the organisation;
- ❑ Can successfully implement the display plan and maintain the display;

Skills in:-

- ❑ Basic design principles including;
- ❑ Colour / shape / use of space / flow of product;
- ❑ The audience for the display and what the display needs to communicate;
- ❑ A variety of display options;
- ❑ Organisational requirements in terms of product display.
- ❑ Creative thinking skills.
- ❑ Representing ideas in the form of a display plan.
- ❑ Observing when display needs to be changed, updated or altered.
- ❑ Maintaining display.
- ❑ Communicating display ideas to others.
- ❑ Seeking and accepting feedback from others.

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) 9854-6124 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.