

SKILLS FRAMEWORK SKILLS MAP - Job Role				
Sector	Retail			
Track	Merchandising			
Occupation	Associate			
Job Role	Merchandising Associate/Assistant			
Job Role Description	<p>The Merchandising Associate/Assistant provides assistance relating to the implementation of the merchandising plans and product category strategies. He/she is also responsible for the coordination of product sourcing activities and the collation of information for product development initiatives.</p> <p>He works in a dynamic environment where he regularly tracks relevant current and future consumer behaviours and trends.</p> <p>He is an energetic, organised and collaborative individual who is able to operate well in a team-based environment under pressure.</p>			
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Key Tasks	Performance Expectations (For legislated / regulated occupations)	
	Drive category management and product assortments	Collate information pertaining to product sales and stock turnover rate		
		Collate customers' feedback on product categories		
		Monitor inventory levels to ensure sufficient stock		
	Drive product sourcing	Coordinate production of merchandises		
		Document merchandise specifications		
	Drive product development	Collate information pertaining to the factors influencing the new product		
		Synthesise consumer insights and market trends to merchandising strategies		
		Contribute to product testing		
		Coordinate production of new products		
	Manage partner relationships	Coordinate with partners		
		Collate feedback on quality and partnership		
	Manage shopper marketing activities	Collect information on shoppers' profiles		
		Implement shopper promotional plans		
		Collect feedback on product design and packaging		
		Prepare shopper marketing collaterals		
		Track data on campaign effectiveness for analysis		
		Support activities to create awareness and triggers in the shopping cycle		
	Champion service innovation	Generate potential ideas that may contribute to innovation and productivity improvements		
		Technical Skills & Competencies	Generic Skills & Competencies	
	Business Environment Analysis	Level 2	Teamwork	Basic
	Business Operational Planning	Level 3	Communication	Basic
	Business Opportunities Development	Level 3	Interpersonal Skills	Basic
	Business Relationship Building	Level 2	Service Orientation	Basic
	Category Management	Level 2	Sense Making	Basic
	Category Marketing	Level 2		
	Compliance with Legal Regulations	Level 1		
	Conflict Management	Level 2		
	Consumer Intelligence Analysis	Level 1		
	Crisis Management	Level 3		
	Customer Behaviour Analysis	Level 2		
	Data Analytics	Level 2		
	Data-Mining and Modelling	Level 2		
	Demand Analysis	Level 2		
	House Brand Development	Level 3		
	Idea Generation and Selection	Level 2		

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Skills & Competencies	Innovation Management	Level 1		
	Infographics and Data Visualisation	Level 2		
	Inventory Control	Level 2		
	Intellectual Property Management	Level 2		
	Knowledge Management	Level 1		
	Market Research	Level 2		
	Market Trend Analysis	Level 2		
	Merchandise Buying	Level 3		
	Merchandise Performance Analysis	Level 2		
	Problem Identification	Level 2		
	Process Improvement	Level 1		
	Product Costing and Pricing	Level 3		
	Product Development	Level 2		
	Report Writing	Level 1		
	Shopper Marketing Campaign Management	Level 2		
	Stakeholder Management	Level 2		
	Supplier Sourcing	Level 3		
	Supplier Performance	Level 2		
	Supply Chain Operational Costing	Level 3		
	Workplace Communications	Level 2		
Workforce Diversity and Harmony	Level 3			
Programme Listing	For a list of Training Programmes available for the Retail sector, please visit www.skillsfuture.sg/skills-framework/retail			

The information contained in this document serves as a guide.