

**SKILLS FRAMEWORK FOR RETAIL
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Visual Display and Space Optimisation					
TSC	Retail Space Utilisation					
TSC Description	Conceptualise and develop store and digital planograms which illustrate assortment of merchandise					
TSC Proficiency Description	Level 1	Level 2 RET-VDS-2002-1.1	Level 3 RET-VDS-3002-1.1	Level 4 RET-VDS-4002-1.1	Level 5	Level 6
		Prepare documentation of drawings and material selections that are consistent with design intents and illustrate merchandise assortment with planograms	Conceptualise in-store perspective visuals, illustrate merchandise assortment with planograms, as well as evaluate layout and visuals for retail stores	Generate multiple ideas and concepts in a creative and diverse manner that meets design briefs and present concepts through sketches, concept boards and concept models		
Knowledge		<ul style="list-style-type: none"> • Components of in-store design for retail outlet • The required areas or sections in a shop as per organisation's requirements • Tools for visuals development 	<ul style="list-style-type: none"> • Components of in-store design for retail outlet • Brand positioning of store • The required areas or sections in a shop as per organisation's requirements • Sources of information for in-store design inspiration • Planogram for store layout design • Tools for visuals development 	<ul style="list-style-type: none"> • Brand strategies • Brand management guidelines • Components of in-store design for retail outlet • Brand positioning of store • The required areas or sections in a shop as per organisation's requirements • Space utilisation measures • Planogram application 		
Abilities		<ul style="list-style-type: none"> • Illustrate merchandise assortment with planogram • Prepare documentation of drawings and material selections • Support development and building of a store • Carry out work according to plan and within brief constraints 	<ul style="list-style-type: none"> • Leverage sources of information for in-store design input • Design to store layout • Use planogram and visual tools for store space utilisation • Apply colour theory to store layout • Apply layout concepts to retail shop as per organisation guidelines • Identify factors to consider when selecting types of store fixtures and fittings • Apply effective lighting to retail store 	<ul style="list-style-type: none"> • Identify desired customer experience, key theme, mood and tone • Identify format and layout of retail site • Apply principles of design to store layout • Develop and build a store as well as digital planograms in alignment to brand identity and guidelines • Generate multiple ideas and concepts in a creative and diverse manner in alignment to merchandising strategies • Present concept through sketches, concept boards and concept models and seek approval 		

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