

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

<b>TSC Category</b>	Visual Display and Space Optimisation					
<b>TSC</b>	Visual Merchandising Presentation					
<b>TSC Description</b>	Monitor accuracy of displays against visual merchandising display guidelines					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
	<b>RET-VDS-1005-1.1</b>		<b>RET-VDS-3005-1.1</b>	<b>RET-VDS-4005-1.1</b>		
	Carry out construction and maintenance of displays to achieve optimal visual impact and execute activities with minimum disruption to customer service and traffic flow		Supervise construction and maintenance of displays to achieve balance and visual impact and ensure that displays accurately depict products or services according to visual merchandising standards and requirements	Monitor the accuracy of displays against visual merchandising display guidelines and refine as required, communicate visual merchandising standards and cascade requirements to team members to ensure displays accurately depict products or services promoted		
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Principles of visual displays</li> <li>Work health and safety (WHS) requirements relating to monitoring displays</li> <li>Procedures for safe use of tools, equipment and materials used in visual merchandising displays</li> <li>Principles of maintaining display areas</li> <li>Processes of product labelling and pricing</li> </ul>		<ul style="list-style-type: none"> <li>Principles of visual displays</li> <li>Work health and safety (WHS) requirements relating to monitoring displays</li> <li>Procedures for safe use of tools, equipment and materials used in visual merchandising displays</li> <li>Types of store formats and store layouts</li> <li>Methods of space planning</li> <li>Principles of maintaining display areas</li> <li>Applications of merchandise rotation and replenishment</li> <li>Processes of product labelling and pricing</li> </ul>	<ul style="list-style-type: none"> <li>Principles of visual displays</li> <li>Work health and safety (WHS) requirements relating to monitoring displays</li> <li>Resources required to implement visual merchandising plans</li> <li>Procedures for safe use of tools, equipment and materials used in visual merchandising displays</li> <li>Types of store formats and store layouts</li> <li>Methods of space planning</li> <li>Principles of maintaining display areas</li> <li>Applications of merchandise rotation and replenishment</li> <li>Processes of product labelling and pricing</li> </ul>		
<b>Abilities</b>	<ul style="list-style-type: none"> <li>Set up store layouts in accordance with visual design and/or branding, marketing and promotional activities</li> <li>Clean and prepare</li> </ul>		<ul style="list-style-type: none"> <li>Monitor execution of visual display activities according to merchandise presentation standards and visual display guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Oversee execution of merchandising display guidelines in accordance to visual design, and/or branding, marketing and promotional activities</li> </ul>		

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	<p>display areas, fixtures and display units in accordance with merchandise presentation standards and visual display guidelines</p> <ul style="list-style-type: none"> <li>• Arrange merchandises according to layout specifications and load bearing capacity of display units</li> <li>• Maintain displays to enhance appeal of merchandises</li> <li>• Maintain stock and/or merchandise presentations according to stock requirements, special handling techniques, store procedures and workplace safety requirements</li> <li>• Set up props, lightings, mannequins and display fixtures in the store</li> </ul>		<ul style="list-style-type: none"> <li>• Monitor store layouts in alignment to brand guidelines</li> <li>• Outline project objectives and define target audience</li> <li>• Apply quantitative measurements to assess effectiveness of merchandise presentations and visual displays</li> </ul>	<ul style="list-style-type: none"> <li>• Manage space planning processes</li> <li>• Identify factors influencing use of props, lightings, mannequins and display fixtures</li> <li>• Establish housekeeping and safety standards to support merchandise presentation standards and visual display guidelines</li> <li>• Develop store checklists for merchandise presentation standards and visual display guidelines</li> <li>• Establish store policies (define name and/or type of store polices) to address deviation from merchandising presentation standards and visual display guidelines</li> <li>• Use quantitative measurements to assess effectiveness of merchandise presentations and visual displays</li> </ul>		
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