

## Higher National Unit Specification

### General information for centres

**Unit title:** Stock Presentation

**Unit code:** DL36 34

**Unit purpose:** This unit is designed to give candidates an understanding of the importance of stock presentation within the retail environment.

On completion of the Unit the candidate should be able to:

1. Explain the main features of retailers' stock presentation policies.
2. Describe the basic principles of stock presentation.

**Credit points and level:** 1 HN Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7\*)

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

**Recommended prior knowledge and skills:** Access to this unit is at the discretion of the centre. However, it would be beneficial if candidates have some knowledge or work experience of merchandising. This may be evidenced by possession of SVQ Retail Operations, Level 2 or 3, or NQ Unit DOSV11 Merchandising.

**Core skills:** There may be opportunities to gather evidence toward core skills within this Unit, although there is no automatic certification of core skills or core skills components in this Unit.

**Context for delivery:** If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

This Unit is a Core Unit included in the framework of the HNC/D Retail Management; however, it can be delivered as a stand-alone Unit. It can also be used to underpin knowledge for work-based candidates.

## **General information for centres (cont)**

**Assessment:** This Unit could be assessed by a single instrument of assessment which would require candidates to produce an assignment. Research and preparation time should be allocated to allow candidates the opportunity to gather sufficient information and materials, in order to complete the assignment, which requires to be undertaken in a controlled environment. Time allowed will vary depending on ease of access to a variety of retail outlets.

An exemplar instrument of assessment and marking guidelines has been produced to indicate the national standard of achievement required at SCQF level 7.

## **Higher National Unit specification: statement of standards**

**Unit title:** Stock Presentation

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

### **Outcome 1**

Explain the main features of retailers' stock presentation policies

#### **Knowledge and/or skills**

- ◆ The relationship between stock presentation and stock selection policies
- ◆ Retail positioning within the market
- ◆ Methods of stock assortment
- ◆ Branding considerations

#### **Evidence requirements**

A candidate will need to provide evidence that s/he can explain how the main features of stock presentation are influenced by the stock selection policies of a minimum of two retailers from different sectors. This can be in the form of either written or oral evidence. The evidence should be consistent and should accurately:

- ◆ explain the relationship between stock presentation and stock selection policies
- ◆ understand the influence of retail positioning on stock presentation and its contribution to creating the required image
- ◆ identify the different methods of stock assortment and how they impact on stock presentation techniques
- ◆ explain the relationship between retailers' branding strategies and presentation policies

#### **Assessment guidelines**

Please refer to the assessment guidelines section of Outcome 2.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Stock Presentation

### **Outcome 2**

Describe the basic principles of stock presentation

#### **Knowledge and/or skills**

- ◆ Store Layout options
- ◆ Methods of positioning stock on shop floor
- ◆ Rationale for space allocation
- ◆ Variety of fixtures and fittings
- ◆ Presentation of stock on fixtures and fittings
- ◆ Importance of planograms

#### **Evidence requirements**

A candidate will be able to describe with reference to a minimum of two retailers from different sectors, either in writing or orally, the basic principles of stock presentation.

The evidence should accurately:

- ◆ determine store layout patterns that include grid, free flow and boutique
- ◆ identify different methods of positioning stock on the shop floor. This should take account of seasonal events, customer flow, profitability, promotional activity, availability, size of store and category co-ordination
- ◆ explain the criteria that influence the decisions in relation to space allocation. The explanation should include reference to the size of product, rate of stock turn, sales to space ratios, sales promotion, availability of stock, brand influence
- ◆ describe the different types of fixtures and fittings used by a variety of retailers.
- ◆ identify the different applications used to present stock on fixtures and fittings. This should include reference to colour, size and style, vertical and horizontal blocking and also, positioning of price tickets
- ◆ explain the advantages and disadvantages of using planograms.

#### **Assessment guidelines**

The assessment of this Outcome can be combined with Outcome 1 as part of a single assessment instrument for the Unit and could take the form of an assignment. It is recommended that a single instrument of assessment be adopted for this unit for example an assignment/report of approximately 1500 words, which will be undertaken towards the end of the delivery of the unit. Time should be allocated for candidates to undertake retailer research prior to this assessment, which should be held under controlled conditions. Candidates may bring with them notes limited to 250 words, and/or illustrative material that they have prepared personally to the event but may not bring text books or handouts. Candidates can supplement their evidence with illustrations including drawings and/or photographs.

## **Administrative Information**

<b>Unit code:</b>	DL36 34
<b>Unit title:</b>	Stock Presentation
<b>Superclass category:</b>	BC
<b>Date of publication:</b>	August 2004
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## **Higher National Unit specification: support notes**

### **Unit title:** Stock Presentation

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

### **Guidance on the content and context for this Unit**

The Unit is intended for candidates who wish to pursue a career in the retail industry and who are taking a qualification in HNC/D Retail Management, either on a full time or part-time basis. Stock Presentation is a core unit for both the HNC and HND. It may also be undertaken by candidates in employment wishing to develop their stock presentation skills and/or provide the underpinning knowledge for SVQ Level 3 in Retail Operations.

The following notes give additional information on each outcome:

**Outcome 1:** stock selection policies linked to breadth and depth, for example bulk buying, specialist buying - discounted stock, end-of lines, special purchases, supplier incentives; types of presentations - prestige; mass; technical; topical; target marketing; manufacturers' brands; in-house brands.

**Outcome 2:** guided shopper flow; tracking systems; seasonal changes; promotional calendar; hot spots; blind spots; use of IT – EPOS, planogram software; legal requirements in terms of health and safety, sale of goods and trade descriptions; basic calculations for sales to space ratios; psychology of colour.

### **Guidance on the delivery and assessment of this Unit**

This Unit forms part of the group award HNC/D Retail Management and requires to be taught in Year 1 as it is a core unit in the HNC award. The delivery of the unit could be streamlined if undertaken in tandem with the Visual Merchandising optional unit.

There is the possibility of assessment integration with the HND double credit core unit Store Design and Layout, usually taught in Year 2.

This unit can be offered as a freestanding unit as it is not dependent on any previous or wider retail knowledge.

## **Higher National Unit specification: support notes (cont)**

### **Unit title:** Stock Presentation

The assessment of this Outcome can be combined with Outcome 1 as part of a single assessment instrument for the Unit and could take the form of an assignment. It is recommended that a single instrument of assessment be adopted for this unit for example an assignment/report of approximately 1500 words, which will be undertaken towards the end of the delivery of the unit. Time should be allocated for candidates to undertake retailer research prior to this assessment, which should be held under controlled conditions. Candidates may bring with them notes limited to 250 words, and/or illustrative material that they have prepared personally to the event but may not bring text books or handouts. Candidates can supplement their evidence with illustrations including drawings and/or photographs.

### **Open learning**

This unit could be delivered by distance learning. However, it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence. Arrangements would have to be made to ensure that the assessment for Outcomes 1 and 2 are delivered in a supervised environment under controlled conditions.

### **Candidates with additional support needs**

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements for Candidates with Additional Support Needs* (BA 2399, SQA, due 2004).

## **General information for candidates**

### **Unit title:** Stock Presentation

This Unit is designed to give you an understanding of the main factors that influence stock presentation in the retail environment. It explores the main features that influence retailers' stock presentation policies and considers the basic principles of stock presentation including presentation techniques and measures of display effectiveness. You should visit a variety of retailers noting the various approaches used to present merchandise.

Overall, you will be expected to use the knowledge from this Unit to enable you to assess how a variety of retailers apply the principles of stock presentation in order to maximise sales within the selling environment.

In order to complete the Unit successfully, you will be required to achieve a satisfactory level of performance on one piece of assessed work. Towards the end of the Unit, you will be allocated time to carry out research relating to two different retail approaches to stock presentation. You will then be required to undertake an assessment in controlled conditions. The assessment will take the form of a written piece of work of approximately 1500 words.

You will be allowed to bring personally written notes of 250 words and illustrative materials e.g. photographs to the assessment and these should be submitted with your completed work at the end of the assessment. You will not be permitted to bring textbooks or handouts to the assessment.