



## Higher National Unit specification

### General information for centres

**Unit title:** Retailing of Plants

**Unit code:** F1JK 34

**Unit purpose:** The aims of this Unit are to develop an understanding of the principles of merchandising, displaying stock, and stock control, and their application to the selling of plants through garden centres, gardens, local authorities and other retail outlets. It is of relevance to candidates wishing to work in garden centres, gardens, or other horticultural establishments which may be open to the public with a retail outlet.

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

- 1 Explain the principles of merchandising plants.
- 2 Prepare a seasonal merchandising plan for a range of plants.
- 3 Describe the importance of stock control and pricing policy when selling plants.
- 4 Evaluate the role of staff in the efficient retailing of plants.

**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:** No prior knowledge or skills are required for this Unit. The National Unit E8BG 12 *Garden Centres: Care of Plants and Selling* provides relevant knowledge and skills but it is not essential.

**Core Skills:** There are opportunities to develop the Core Skills of *Communication, Numeracy* and *Problem Solving* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

**Context for delivery:** This Unit is normally delivered as part of a Group Award, however, it may be offered as a free standing Unit for Continued Professional Development. 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.

**Assessment:** Outcome 1 is suitable for assessment by an assignment. Outcome 2 would normally be assessed as an assignment and there is scope for integration with learning Outcome 1. Learning Outcomes 3 and 4 would normally be assessed as restricted response tests.

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

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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 principles of merchandising plants

#### **Knowledge and/or Skills**

- ◆ Factors affecting customer flow
- ◆ Appropriate display materials for different groups of plants
- ◆ Categories of plant groups when merchandising
- ◆ Methods of promoting plants

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ describe the influences on customer flow
- ◆ select appropriate display materials for different plant groups
- ◆ evaluate different approaches to merchandising plants according to their grouping
- ◆ select appropriate methods of in-store plant promotion

#### **Assessment Guidelines**

Evidence for this learning Outcome could be generated by an assignment where candidates will need to explain how design, layout, materials selected, plant groupings and methods of promotion meet good merchandising principles. The outdoor sales area of a plant retail outlet provides a suitable area for study since the majority of plant groups are displayed there.

It is possible to integrate this assessment with Outcome 2 and include a seasonal merchandising plan for a range of plants which would incorporate both in-store promotion such as point of sale material, and external marketing.

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

**Unit title:** Retailing of Plants

### **Outcome 2**

Prepare a seasonal merchandising plan for a range of plants

#### **Knowledge and/or Skills**

- ◆ Seasonal themes in plant merchandising
- ◆ Uses and characteristics of plant species
- ◆ Linked sales
- ◆ Methods of promoting plants

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ select appropriate seasonal themes
- ◆ select appropriate plants for promotion
- ◆ select appropriate items for linked sales
- ◆ develop a merchandising plan that is appropriate and within a budget

#### **Assessment Guidelines**

Evidence for this assessment can be generated by an assignment where the candidates prepare a merchandising plan over a twelve month period. The seasonal themes selected will include at least one horticultural and one calendar event. Either indoor or outdoor plant promotions may be planned. If this Outcome is integrated with Outcome 1, outdoor plants are more appropriate. Plant selection should be justified in terms of 'reasons to buy' and linked sales. The horticultural and calendar events should be integrated into the twelve month plan. There should be a range of different types of promotions within the budget.

### **Outcome 3**

Describe the importance of stock control and pricing policy when selling plants

#### **Knowledge and/or Skills**

- ◆ Reasons for stock control
- ◆ Stock control systems
- ◆ Pricing policies

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

**Unit title:** Retailing of Plants

### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ explain the importance of good stock control and the repercussions of poor stock control
- ◆ describe the benefits of stock control systems
- ◆ explain how pricing policies can achieve gross profit

### **Assessment Guidelines**

This Outcome can be assessed by restricted response questions.

## **Outcome 4**

Evaluate the role of staff in the efficient retailing of plants

### **Knowledge and/or Skills**

- ◆ The role of staff in plant retailing
- ◆ Sales techniques
- ◆ Returns and complaints procedures

### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ explain the role of staff in plant retailing
- ◆ describe various sales techniques
- ◆ explain returns and/or complaints procedures

### **Assessment Guidelines**

This Outcome can be assessed by restricted response questions.

## Administrative Information

**Unit code:** F1JK 34  
**Unit title:** Retailing of Plants  
**Superclass category:** SE  
**Original date of publication:** August 2007  
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### History of changes:

Version	Description of change	Date

**Source:** SQA

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## **Higher National Unit specification: support notes**

### **Unit title:** Retailing of Plants

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**

This Unit has been designed as an introduction to retailing for horticulturists. It covers the principles of merchandising, display, stock control and their application to the selling of plants through retail outlets. The importance of staff is also considered. A range of plant retail outlets should be considered including garden centres and DIY stores. Candidates should have to opportunity to visit plant retail outlets and be encouraged to visit and critically assess both horticultural and other retail shop outlets.

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

This Unit can be delivered as a free standing Unit. As part of a Group Award framework, there is some scope for integration into the Plant Recognition Unit since there is an emphasis on plant retailing. A visit to a plant retail outlet can be integrated with the visits in Horticultural Practices. Outcomes 1 and 2 take longer to deliver and assess than Outcomes 3 and 4. In terms of sequence of delivery, Outcome 4 can be delivered before Outcome 3. Student led discussion is a valuable tool in delivering this Unit, particularly in terms of student experiences of retailing generally. Candidates can be encouraged to develop their analytical and decision making skills throughout the Unit.

#### ***Opportunities for developing Core Skills***

There are opportunities to develop the Core Skills of *Communication*, *Numeracy* and *Problem Solving* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

### **Open learning**

This Unit is suited to delivery by distance learning. The evidence for all learning Outcomes should be held in a portfolio and sent to the assessor.

### **Candidates with disabilities and/or additional support needs**

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. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* ([www.sqa.org.uk](http://www.sqa.org.uk)).

## **General information for candidates**

### **Unit title:** Retailing of Plants

This Unit aims to provide you with the knowledge and skills required to work in a plant retail outlet. It covers the principles of merchandising, display, stock control and the role of staff. It also will help develop your knowledge of plant species.

There are four learning Outcomes in this Unit. Outcome 1 deals with the design and layout of a plant retail outlet and considers the factors that influence customer flow and improving sales.

Outcome 2 examines plant promotions and involves the preparation of a merchandising plan.

Outcome 3 investigates stock control and pricing policies.

Outcome 4 examines the role of staff in a plant retail outlet and the contribution they make to improving plant sales.