

Higher National Unit Specification

General information for centres

Unit title: Store Design and Layout

Unit code: DL37 35

Unit purpose: This unit is designed to enable candidates to identify and explain the major design and layout considerations in planning store interiors and exteriors, capable of attracting and communicating with customers.

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

1. Explain the contribution of store design in creating a positive sales environment.
2. Analyse the external store design formats adopted by different types of retailers.
3. Analyse the internal store design formats adopted by different types of retailers.
4. Examine the various store layouts used to maximise sales.
5. Explain how good design ensures a safe and secure store environment.

Credit points and level: 2 HN Credits at SCQF level 8: (16 SCQF credit points at SCQF level 8*)

**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 is at the discretion of the Centre. However, experience within the retail environment and/or completion of the HN Units Stock Presentation, Visual Merchandising Practice and/or Stock Management would be beneficial.

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

Context for delivery: This Unit is included in the framework of the HNC/D Retail Management. It is a core unit for the HND and can be offered as an optional unit for candidates undertaking the HNC. It is recommended that it should be taught and assessed within the subject area of the group award to which it contributes. It could also be taught as a self-standing unit.

General information for centres (cont)

Assessment: The unit could be assessed by four instruments of assessment. Outcomes 1, 2 and 3 could be assessed by one assessment, for example an open book 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. Time allowed will vary depending on ease of access to a variety of retail outlets. It is recommended that a case study and a practical exercise be used to assess Outcome 4 and an assignment for Outcome 5.

An exemplar unit of assessment and marking guidelines will be produced to indicate the national standard of achievement required at SCQF Level 8.

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 contribution of store design in creating a positive sales environment.

Knowledge and/or skills

- ◆ Functions of store design
- ◆ Store design objectives

Evidence requirements

The candidate will provide evidence that s/he can explain the current role and objectives of retail design in creating a positive sales environment. This can be in the form of written or oral evidence. The evidence should accurately:

- ◆ explain the functions of store design
- ◆ identify store design objectives

Evidence should be generated through open book assessment where candidates can refer to textbooks, handouts, the internet and any other relevant materials, and could be carried out outwith the classroom.

Assessment guidelines

Please refer to the assessment guidelines section under Outcome 3.

Outcome 2

Analyse the external store design formats adopted by different types of retailers.

Knowledge and/or skills

- ◆ Store position
- ◆ Store frontage
- ◆ Environmental considerations

Higher National Unit specification: statement of standards (cont)

Unit title: Store Design and Layout

Evidence requirements

A candidate will be required to provide evidence that s/he can critically analyse the various external design formats adopted by at least two retailers from different sectors of the industry. This can be in the form of written or oral evidence. The evidence should accurately:

- ◆ describe the visibility, compatibility and convenience in relation to the position of the store
- ◆ identify the promotional and functional facilities of store frontage
- ◆ demonstrate an understanding of the environmental factors that retailers require to consider when planning external store design

The evidence should be generated through open book assessment where candidates can refer to textbooks, handouts, the internet and any other relevant materials, and could be carried out outwith the classroom.

Assessment guidelines

Please refer to the assessment guidelines section under Outcome 3.

Outcome 3

Analyse the internal store design formats adopted by different types of retailers

Knowledge and/or skills

- ◆ Store aesthetics
- ◆ Atmospheric
- ◆ Fixtures and fittings
- ◆ Visual merchandising
- ◆ In-store communications

Evidence requirements

A candidate will be required to provide evidence that s/he can critically analyse the internal design formats adopted by at least two retailers from different sectors of the industry. This can be in the form of written or oral evidence. The evidence should accurately:

- ◆ evaluate the contribution of store aesthetics to internal store design
- ◆ analyse the contribution of atmospheric in the creation of a positive internal sales environment
- ◆ explain the use of various types of fixtures and fittings
- ◆ demonstrate the use of visual merchandising as a promotional tool
- ◆ evaluate the use of in-store communication methods to enhance the specified design formats

Higher National Unit specification: statement of standards (cont)

Unit title: Store Design and Layout

The evidence should be generated through open book assessment where candidates can refer to textbooks, handouts, the internet and any other relevant materials, and could be carried out outwith the classroom.

Assessment guidelines

The assessment of this outcome could be combined with outcomes 1 and 2 as part of a single assessment instrument for the Unit for example an assignment.

It is recommended that a single instrument be adopted for Outcomes 1, 2, and 3 of this unit. Candidates should evaluate the contribution of store design in creating a positive sales environment, and analyse external and internal design formats adopted by various types of retailer. For example an assignment of 2000 words (excluding appendices) could be undertaken. Time should be allocated for candidates to undertake retail research and complete the open book assignment.

Outcome 4

Examine the various store layouts used to maximise sales.

Knowledge and/or skills

- ◆ Different types of layout
- ◆ Allocation of space
- ◆ Space calculations

Evidence requirements

The candidate will be required to provide evidence that s/he can analyse the effectiveness of layouts adopted by different retailers and be able to undertake space calculations. Oral or written evidence should be generated through closed book assessment undertaken in controlled conditions without reference to any notes, textbooks or any other materials. The evidence should be consistent and accurately:

- ◆ determine store layout patterns
- ◆ explain the criteria that influences the decisions that relate to space allocation
- ◆ determine the optimum layout to ensure maximum sales through the use of space calculations

Assessment guidelines

This Outcome could be assessed by two pieces of work. The first could take the form of a case study, and the second could be a practical exercise, for example a space calculation.

Higher National Unit specification: statement of standards (cont)

Unit title: Store Design and Layout

Outcome 5

Explain how good design ensures a safe and secure store environment.

Knowledge and/or skills

- ◆ Security of store and merchandise
- ◆ Safety considerations

Evidence requirements

The candidate will require to provide evidence that s/he can, analyse the security provision, and its impact on exterior and interior store design with reference to a particular retailer. This can be in the form of written or oral evidence that should accurately:

- ◆ evaluate the security provision in place to minimise loss
- ◆ critically analyse the methods adopted to ensure safety

Evidence should be generated through an open book assessment where candidates can refer to textbooks, handouts, the internet and any other materials, and could be carried out outwith the classroom.

Assessment guidelines

The assessment for this outcome could take the form of an assignment where the candidate demonstrates his/her ability to undertake a risk assessment of a specific retailer.

Administrative Information

Unit code:	DL37 35
Unit title:	Store Design and Layout
Superclass category:	BC
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Higher National Unit specification: support notes

Unit title: Store Design and Layout

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 80 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 Retail Management in which Store Design and Layout is an optional unit or the HND Retail Management in which it is a core unit. Candidates in employment wishing to develop their knowledge of the selling environment may also undertake it as a single unit.

The following notes give additional information on each outcome:

Outcome 1 pleasant shopping environment conducive to making purchases; attracting customers; image differentiation; cost effective use of selling space; exterior/interior design reflecting store image and product offerings; lowering of psychological defences encouraging increased time and spending within store; enhancement of shopping through the use of “retailtainment”

Outcome 2: store position in relation to visibility, compatibility and convenience; promotional/functional facility of store frontage, including fascia and entrance configurations and finishes; building restrictions, accessibility and costs

Outcome 3: size; shape; colour; aural; olfactory; tactile; visual; categories of stock; lighting; displays; signage; tickets; graphics; promotions; interactive point of sale; entertainment.

Outcome 4: grid, free flow, boutique layouts; customer tracking; traffic flow; product responsiveness; positions of stock; space elasticity; sales: space ratios; planograms; space management systems

Outcome 5: all design considerations in relation to security equipment; lighting; fixtures and fittings; flooring materials; health and safety legislation that ensures security and safety of the store, merchandise, and all publics including staff, customers, visitors, suppliers, contractors etc.

Higher National Unit specification: support notes (cont)

Unit title: Store Design and Layout

Guidance on the delivery and assessment of this Unit

This unit is a core unit offered as part of the group award HND Retail Management and would normally be delivered in the second year of the course, however, it could be an optional double credit unit for candidates undertaking the HNC Retail Management. It can be offered as a freestanding unit as it is not dependent on any previous wider retail knowledge.

Outcomes 1, 2 and 3 can be completed as a single assessment.

Outcome 4 could take the form of a case study that includes a practical exercise testing their ability to calculate space allocation. This will take the form of a closed book assessment.

Outcome 5 could be assessed by an assignment that could take the form of a risk assessment carried out in conjunction with a Work Place Experience unit.

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.

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: Store Design and Layout

This unit is designed to enable you to identify and explain the major design considerations in planning store interiors and exteriors, capable of attracting and communicating with customers.

You should visit a variety of retailers noting the various internal and external design approaches.

On completion of the unit you will be able to explain the contribution of store design in creating a positive store environment by analysing external and internal store design formats adopted by various types of retailers and appreciate the importance of operating in a safe and secure sales environment.

You will also be able to identify the various store layouts used to maximise sales potential and become proficient in calculating space ratios.

In order to complete the unit successfully you will be required to achieve a satisfactory level of performance in four pieces of assessed work. To complete assessment one, which covers Outcomes 1, 2, and 3 you will be allocated time, towards the end of Outcome 3, to carry out research relating to two different retail approaches to store design. This assessment could take the form of an open book assignment of 2,000 words, excluding appendices.

Assessment 2, which covers Outcome 4, could take the form of a closed book case study, undertaken under controlled conditions, without reference to textbooks, notes or any other materials. Assessment 3, which also covers Outcome 4, could be a closed book space calculation, undertaken in controlled conditions. Assessment 4 could be an open book assignment, covering the content of Outcome 5.