



National Unit specification: general information

Unit title: Retail Mix and Effective Merchandising (SCQF level 5)

Unit code: H1SF 11

Superclass: BC

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Version: 01

Summary

This Unit introduces candidates to the elements of the retail mix and the application of the retail mix by different retailers, with a focus on merchandising. Candidates will identify the retail mix elements of retailers, develop an understanding of the principles of store layout including fixtures, fittings and space allocations and identify internal and external display techniques.

The Unit is suitable for candidates with no previous experience of retailing or merchandising. It is an optional Unit within the National Certificate in Retailing at SCQF level 5, but could also be delivered as a freestanding Unit.

Outcomes

- 1 Describe the retail mix and store branding of a selection of retailers.
- 2 Explain the store layout of a retail organisation.
- 3 Describe the internal and external display techniques of a retail organisation.

Recommended entry

Entry is at the discretion of the centre.

Credit points and level

1 National Unit credit at SCQF level 6: (6 SCQF credit points at SCQF level 6*)

**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.*

General information (cont)

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Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the support notes of this Unit specification.

There is no automatic certification of Core Skills or Core Skill components in this Unit.

National Unit specification: statement of standards

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Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Outcome 1

Describe the retail mix and store branding of a selection of retailers.

Performance Criteria

- (a) Identify the elements of the retail mix.
- (b) Describe the retail mix elements for a selection of retailers.
- (c) Describe the store branding for a selection of retailers.

Outcome 2

Explain the store layout of a retail organisation.

Performance Criteria

- (a) Describe the store layout.
- (b) Identify the fixture and fittings.
- (c) Describe the methods of product presentation.
- (d) Identify and explain the merchandising space allocation of product categories.

Outcome 3

Describe the internal and external display techniques of a retail organisation.

Performance Criteria

- (a) Describe internal displays of retail organisation.
- (b) Describe one window display of a retail organisation.

National Unit specification: statement of standards (cont)

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Evidence Requirements for this Unit

Evidence is required to demonstrate that candidates have achieved all Outcomes and Performance Criteria.

Written and/or recorded evidence is required to demonstrate that candidates have achieved all Outcomes and Performance Criteria. Assessment for all Outcomes is under open-book conditions.

For Outcome 1, candidates will investigate four different types of retailers in the retail market. From their chosen retailers they will clearly:

- ◆ identify and describe the elements of the retail mix for four retailers
- ◆ describe the store branding of four retailers

For Outcome 2, candidates will select one retailer of their choice and clearly:

- ◆ describe the store layout of the retail organisation
- ◆ identify the fixtures and fittings of the retail organisation
- ◆ describe the methods of product presentation for four of the retail organisation's products
- ◆ identify and explain the merchandising space allocation of four product categories

For Outcome 3, candidates should select one retailer of their choice and clearly:

- ◆ describe two internal displays used by the retailer
- ◆ describe a window display used by the retailer

Each description must include:

- ◆ the type of display
- ◆ the theme of the display
- ◆ the products used in the display
- ◆ the layout of the display
- ◆ the display equipment used
- ◆ the display signage

National Unit specification: support notes

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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 is broadly aligned to the following National Occupational Standards set by Skillsmart Retail.

SSR.C234	Evaluating and improving retail displays.
SRR.C201	Prepare display and Materials in retail stores.
SRR.C330	Interpret requirements for retail display.
SRR.C230	Interpret design briefs for retail display.
SSR.C001	Devise effective retail Unit layouts.
SSR.C238	Store equipment, props and graphics for retail.
SSR.C336	Assess and report the effects of retail displays and layouts.
SSR.C002	Create designs and displays for retail outlets.

This Unit introduces candidates to the elements of visual presentation adopted by a variety of retailers. It enables candidates to gain knowledge of internal and external visual presentation methods. Candidates' learning can be enhanced through a relevant work placement or through visits to local retailers.

Outcome 1 allows candidates to gain knowledge of the elements of the retail mix and how they are adopted by different types of retailers. This should include a number of elements, eg store location, physical attributes, communications, merchandising areas, store ambience, staffing and customer service. Candidates should carry out individual research into different types of retailers, ie independent, department stores, supermarkets and multiple retailers and comment on the retail mix elements for each retailer. The relationship between image and retail mix should be explained and candidates should identify the store image of each retailer.

Outcome 2 enables candidates to select a retailer of their choice and conduct research on the store layout, with a focus on merchandising. Merchandising is the creative handling and presentation of products at the point of sale to maximise their sales appeal. Candidates can use illustrations including drawings to supplement the evidence required. The fixtures and fittings used by the retailer and the methods of product presentation should be described. Techniques of product presentation should be introduced, with reference to vertical, horizontal, price and colour. Factors which influence merchandising space allocations should be described. Candidates will identify the space allocation decisions for four product categories and explain the space decisions made by the retailer.

National Unit specification: support notes (cont)

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Outcome 3 allows candidates to identify the visual presentation techniques applied by retailers. Different types of internal displays should be discussed, highlighting the type, theme, layout, display equipment and signage used in the displays. The study of current external displays of retailers should be discussed, with reference to external signage, type, theme, layout and display equipment. Candidates will select a retailer of their choice and describe the internal displays and the window display.

Guidance on learning and teaching approaches for this Unit

The teaching approach to this Unit should be practical and allow participation by candidates. The study of current retail practices should be encouraged by allowing candidates to visit local retailers.

Outcome 1 should encourage the candidates to consider a variety of different types of retailers. Visits to local retailers can help candidates identify how each type of retailer has adopted the elements of the retail mix. The image of retailers can be discussed using group activities.

Outcomes 2 and 3 enable candidates to carry out individual research on a retailer of their choice. The candidate's choice of retailer should be agreed with the tutor. The discussion of current store layouts, internal display applications and current window displays would be beneficial.

Essential Skills

By adopting the above learning and teaching approaches and/or through the Outcomes and corresponding Evidence Requirements, the Unit should provide candidates with an opportunity to develop the following essential skills for life, learning and work:

Enterprise — the entire Unit provides opportunities for experiencing the enterprise environment, entrepreneurial activities, and career development.

Employability — through developing knowledge and skills in self-management, customer and employer awareness.

National Unit specification: support notes (cont)

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Guidance on approaches to assessment for this Unit

This Unit could be assessed by an investigative project based on the requirements of the three Outcomes. A template/logbook approach could be used to aid candidates in recording appropriate information in relation to each of the Outcomes. This could be built up as a folio of evidence recording the learning and experiences of the candidate as they progress through the Unit.

For Outcomes 1, 2 and 3, candidates could develop a portfolio describing the retail mix, using different kinds of retailers as examples. These could include independent retailers, department stores, supermarkets and multiple line retailers. Areas of the retail mix could include store location, merchandising, store ambience and customer service. For one of these retailers, merchandising areas will be identified for four different products. A description of internal and window display will also be included. Evidence can be supplemented with the use of illustrations including drawings and photographs.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

Opportunities for developing Core Skills

In this Unit candidates will develop knowledge of merchandising.

Candidates will:

- ◆ describe the retail mix elements and store branding of a selection of retailers
- ◆ investigate various aspects of merchandising in a selected store

This means that as candidates are doing the Unit they can develop aspects of the Core Skills of *Communication* and *Problem Solving*.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements

History of changes to Unit

Version	Description of change	Date

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