

Title	Demonstrate knowledge of the structure, nature and requirements of the garden retail industry		
Level	2	Credits	3

Purpose	This unit standard is for people working or planning to work in the garden retail industry. People credited with this unit standard are able to: demonstrate knowledge of the structure of the garden retail industry and associated organisations; demonstrate knowledge of garden retail centre operations; and demonstrate knowledge of career opportunities in the garden retail industry.
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Classification	Retail, Distribution, and Sales > Garden Retail
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Available grade	Achieved
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Guidance Information

- 1 Definition
Workplace procedures referred to in this unit standard may include but are not limited to the applicable procedures found in the following: workplace performance guidelines and standards; manufacturer's procedures and specifications; Government and local body legislation.
- 2 All tasks are to be carried out in accordance with workplace procedures, the workplace being the enterprise carrying out the work.
- 3 Any relevant Acts, regulations, and bylaws must be complied with during assessment against this standard.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of the structure of the garden retail industry and associated organisations.

Performance criteria

- 1.1 The businesses within the nursery and garden industry and the nature of their business activities are described.

 Range may include but are not limited to – growers, allied suppliers, retail outlets.

1.2 Retail market outlets are described in terms of their share of the market.

Range outlets may include but are not limited to – garden retail centres, grower retailers, hardware stores, mass merchandisers, supermarkets, landscapers, mail order and e-marketing.

1.3 The role and operations of New Zealand Plant Producers Incorporated (NZPPI) are described.

1.4 Methods of professional development for personnel working in the retail garden sector are described.

Range may include but are not limited to – Industry Training Organisations (ITOs), training providers, conferences, magazines, industry marketing.

Outcome 2

Demonstrate knowledge of garden retail centre operations.

Performance criteria

2.1 Products sold by garden retail centres are described and categorised.

Range evidence is required for two examples from each of six categories.

2.2 Customer service requirements for garden retail centres are described.

Range requirements may include but are not limited to – product knowledge, service skills.

2.3 Important factors for the presentation of products are described.

Range important factors may include but are not limited to – merchandising principles, consistency with type of goods and location, lighting, safety, security, visibility, signage, pricing, inspiration, themes and end-use collections, convenience, servicing of displays.

2.4 Amenities and facilities required for effective customer service are described.

Range important elements may include but are not limited to – toilets, seats, refreshments, trolleys, umbrellas, delivery, carry bags, boot liners, demonstrations, classes, design service, make-overs, maintenance, landscaping.

Outcome 3

Demonstrate knowledge of career opportunities in the garden retail industry.

Performance criteria

3.1 Employment options available to trained personnel in the garden retail industry are described.

Range options may include but are not limited to – plant specialists in garden centres, supporting product specialists, buyers, sales representatives, merchandisers, customer services, design or make-over services, managers, centre owners.

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	14 March 1995	31 December 2015
Review	2	22 December 1999	31 December 2015
Revision	3	13 February 2002	31 December 2015
Review	4	25 July 2006	31 December 2015
Revision	5	25 May 2007	31 December 2018
Review	6	19 September 2013	31 December 2024
Review	7	8 December 2016	31 December 2024
Review	8	2 March 2023	31 December 2024

Consent and Moderation Requirements (CMR) reference	0225
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.