

Title	Select and present goods for promotion in a retail or distribution environment		
Level	4	Credits	3

Purpose	People credited with this unit standard are able to select and present goods for promotion in a retail or distribution environment.
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Classification	Retail, Distribution, and Sales > Retail and Distribution Management
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Available grade	Achieved
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Guidance Information

- 1 Range
Promotion may include but is not limited to – external advertising, in-store display, special events.
- 2 Legislation relevant to this unit standard may include but is not limited to: Fair Trading Act 1986, Contract and Commercial Law Act 2017.
- 3 Recommended knowledge and skills: Unit 11968, *Demonstrate and apply knowledge of legislation applicable to sale of goods and services*; Unit 11993, *Identify advertising copy requirements and write advertising copy in a retail or distribution environment*, and Unit 28303, *Coordinate product information and placement in a retail environment*.
- 4 Definitions
Distribution environment refers to a workplace where the primary focus is on storage and distribution of stock.
Organisational procedures referred to in this unit standard may include but are not limited to the applicable procedures found in the following: organisational performance guidelines and standards; Government and local body legislation.
Retail environment refers to workplaces where the primary focus is on customers purchasing goods or services.
- 5 Evidence is required for selecting and presenting three types of goods for promotion.

Outcomes and performance criteria

Outcome 1

Select goods for promotion in a retail or distribution environment.

Performance criteria

- 1.1 Purpose of promotion is identified in accordance with organisational procedures.
- Range purpose may include but is not limited to – clearance sale, new line, seasonal promotion, general promotion.
- 1.2 Profile of target market for goods to be selected is identified in accordance with the purpose of promotion.
- 1.3 Goods are selected for promotion to match profile of target market.
- 1.4 Possible promotional strategies are identified and strengths and weaknesses analysed.
- 1.5 Promotional strategies are selected to maximise exposure of selected goods.
- 1.6 Application to promote selected goods is submitted to authorised personnel in accordance with organisational procedures.

Outcome 2

Present selected goods for promotion in a retail or distribution environment.

Performance criteria

- 2.1 Presentation of selected goods complies with agreed advertising schedule and organisational procedures.
- 2.2 Goods are displayed in accordance with principles of promotional display and organisational procedures.
- Range principles of promotional display may include but are not limited to – balance, rhythm, proportion, symmetry, asymmetry, repetition, colour.
- 2.3 Descriptions of selected goods meet advertising copy requirements and are provided in agreed format to authorised persons within agreed timeframe.
- 2.4 Arrangements, responsibilities, and timeframes for presentation are determined with the agreement of authorised personnel.
- 2.5 Effectiveness of promotional strategies used are evaluated in accordance with organisational procedures.

Planned review date	31 December 2027
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	31 October 1997	31 December 2018
Review	2	26 November 2003	31 December 2018
Review	3	8 December 2016	31 December 2021
Revision	4	29 March 2018	31 December 2024
Review	5	26 January 2023	N/A

Consent and Moderation Requirements (CMR) reference

0112

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council qualifications@ringahora.nz if you wish to suggest changes to the content of this unit standard.