

<b>Title</b>	<b>Plan and evaluate the effectiveness of checkout merchandising</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>4</b>

<b>Purpose</b>	People credited with this unit standard are able to: plan and evaluate the effectiveness of checkout merchandising.
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<b>Classification</b>	Retail, Distribution, and Sales > Merchandising and Marketing
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<b>Available grade</b>	Achieved
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### Guidance Information

- 1 Definition  
*Workplace procedures* refer to the applicable procedures found in the following: organisational performance guidelines and standards; manufacturer's procedures and specifications; and Government and local body legislation.
- 2 Legislation relevant to this unit standard includes but is not limited to: Consumer Guarantees Act 1993, Fair Trading Act 1986.
- 3 Recommended skills and knowledge: Unit 11951, *Present goods for sale in a retail or distribution environment*; Unit 11968, *Demonstrate and apply knowledge of legislation applicable to sale of goods and services*; and Unit 11969, *Maintain and integrate knowledge of legislation applicable in a retail or distribution environment*.
- 4 Evidence is required for planning and evaluating checkout merchandising on three occasions.
- 5 All tasks are to be carried out in accordance with workplace procedures, the workplace being the enterprise carrying out the work, or delivering the service.

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### Outcomes and performance criteria

#### Outcome 1

Plan checkout merchandising.

#### Performance criteria

- 1.1 Requirements of checkout merchandising are identified.

Range may include but is not limited to – purpose, sales targets, use of space, fixtures, materials available, advertising, budget, safety, traffic flow, timeframes, loss prevention.

- 1.2 Goods for checkout merchandising are selected to match current buying trends.
- 1.3 Checkout merchandising for selected goods is planned to meet identified requirements.

## Outcome 2

Evaluate effectiveness of checkout merchandising.

### Performance criteria

- 2.1 Effectiveness of checkout merchandising is evaluated.
- Range may include but is not limited to – achievement of planned purpose, sales figures, customer satisfaction, stock turn, layout, safety, timeframes, comparison to budget, profits, losses.
- 2.2 Opportunities to improve checkout merchandising are identified and recommended based on valid data.
- 2.3 Records of checkout merchandising are maintained.

<b>Planned review date</b>	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	28 February 2006	31 December 2018
Review	3	8 December 2016	31 December 2024
Review	4	2 March 2023	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0112
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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](mailto:qualifications@ringahora.nz) if you wish to suggest changes to the content of this unit standard.