

Title	Plan and evaluate the effectiveness of checkout merchandising		
Level	4	Credits	4

Purpose	People credited with this unit standard are able to plan and evaluate the effectiveness of checkout merchandising.
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Classification	Retail, Distribution, and Sales > Merchandising and Marketing
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Available grade	Achieved
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Entry information	
Recommended skills and knowledge	Unit 11951, <i>Present goods for sale in a retail or distribution environment</i> ; Unit 11968, <i>Demonstrate and apply knowledge of legislation applicable to sale of goods and services</i> ; and Unit 11969, <i>Maintain and integrate knowledge of legislation applicable in a retail or distribution environment</i>

Explanatory notes

- 1 Definition
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.
- 2 Legislation relevant to this unit standard includes but is not limited to: Consumer Guarantees Act 1993, Fair Trading Act 1986.
- 3 Evidence is required for planning and evaluating checkout merchandising on three occasions.

Outcomes and evidence requirements

Outcome 1

Plan checkout merchandising.

Evidence requirements

1.1 Requirements of checkout merchandising are identified in accordance with organisational procedures.

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 in accordance with organisational procedures.

1.3 Checkout merchandising for selected goods is planned to meet identified requirements.

Outcome 2

Evaluate effectiveness of checkout merchandising in accordance with organisational procedures.

Evidence requirements

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.

Planned review date	31 December 2021
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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	N/A

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>.

Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMR). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

Comments on this unit standard

Please contact ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.