

Title	Demonstrate knowledge of the techniques to maximise plant and plant product visibility and appeal		
Level	3	Credits	4

Purpose	This unit standard is for people working in garden retail businesses. People credited with this unit standard are able to demonstrate knowledge of the techniques to maximise plant and plant product visibility and appeal.
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Classification	Retail, Distribution, and Sales > Garden Retail
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Available grade	Achieved
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Guidance Information

None.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of the techniques to maximise plant and plant product visibility and appeal.

Performance criteria

1.1 Methods and techniques of ensuring visibility to customers of plants and plant products in a garden retail workplace are described.

Range may include but is not limited to – pathway layout; product location, use of fixtures.

1.2 Methods and techniques of ensuring appeal to customers of plants and plant products in a garden retail workplace are described.

Range may include but is not limited to – power displays, colour blocking, colour coordinating, colour contrasting, vertical blocking, keeping fixtures full and faced up, use of specimen display plants.

1.3 Methods and techniques of maintaining displays of plants and plant products in a garden retail workplace are described.

Range may include but is not limited to – housekeeping, regular changing of key hot-spot displays.

- 1.4 Methods and techniques of using add-ons to attract customers to plants and plant products in a garden retail workplace are described.

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Status information and last date for assessment for superseded versions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	25 July 2006	31 December 2015
Revision	2	25 May 2007	31 December 2015
Review	3	19 September 2013	31 December 2024
Review	4	8 December 2016	31 December 2024
Review	5	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>.