

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

<b>Purpose</b>	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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<b>Classification</b>	Retail, Distribution, and Sales > Garden Retail
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<b>Available grade</b>	Achieved
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## Outcomes and evidence requirements

### Outcome 1

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

### Evidence requirements

- 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.

<b>Planned review date</b>	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#### Status information and last date for assessment for superseded versions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	25 July 2006	31 December 2015
Revision	2	25 May 2007	31 December 2015
Review	3	19 September 2013	N/A
Review	4	8 December 2016	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	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.

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#### Comments on this unit standard

Please contact ServicelQ [qualifications@ServicelQ.org.nz](mailto:qualifications@ServicelQ.org.nz) if you wish to suggest changes to the content of this unit standard.