

Title	Demonstrate knowledge of the structure, nature and requirements of the garden retail industry		
Level	2	Credits	3

Purpose	This unit standard is for people working or planning to work in the garden retail industry. People credited with this unit standard are able to: demonstrate knowledge of the structure of the garden retail industry and associated organisations; demonstrate knowledge of garden retail centre operations; and demonstrate knowledge of career opportunities in the garden retail industry.
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Classification	Retail, Distribution, and Sales > Garden Retail
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Available grade	Achieved
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Explanatory notes

- 1 **Definition**
Workplace procedures referred to in this unit standard may include but are not limited to the applicable procedures found in the following: workplace performance guidelines and standards; manufacturer's procedures and specifications; Government and local body legislation.
- 2 All tasks are to be carried out in accordance with workplace procedures, the workplace being the enterprise carrying out the work.
- 3 Any relevant Acts, regulations, and bylaws must be complied with during assessment against this standard.

Outcomes and evidence requirements

Outcome 1

Demonstrate knowledge of the structure of the garden retail industry and associated organisations.

Evidence requirements

- 1.1 The businesses within the nursery and garden industry and the nature of their business activities are described.

Range may include but are not limited to – growers, allied suppliers, retail outlets.

1.2 Retail market outlets are described in terms of their share of the market.

Range outlets may include but are not limited to – garden retail centres, grower retailers, hardware stores, mass merchandisers, supermarkets, landscapers, mail order and e-marketing.

1.3 The role and operations of New Zealand Plant Producers Incorporated (NZPPI) are described.

1.4 Methods of professional development for personnel working in the retail garden sector are described.

Range may include but are not limited to – Industry Training Organisations (ITOs), training providers, conferences, magazines, industry marketing.

Outcome 2

Demonstrate knowledge of garden retail centre operations.

Evidence requirements

2.1 Products sold by garden retail centres are described and categorised.

Range evidence is required for two examples from each of six categories.

2.2 Customer service requirements for garden retail centres are described.

Range requirements may include but are not limited to – product knowledge, service skills.

2.3 Important factors for the presentation of products are described.

Range important factors may include but are not limited to – merchandising principles, consistency with type of goods and location, lighting, safety, security, visibility, signage, pricing, inspiration, themes and end-use collections, convenience, servicing of displays.

2.4 Amenities and facilities required for effective customer service are described.

Range important elements may include but are not limited to – toilets, seats, refreshments, trolleys, umbrellas, delivery, carry bags, boot liners, demonstrations, classes, design service, make-overs, maintenance, landscaping.

Outcome 3

Demonstrate knowledge of career opportunities in the garden retail industry.

Evidence requirements

3.1 Employment options available to trained personnel in the garden retail industry are described.

Range options may include but are not limited to – plant specialists in garden centres, supporting product specialists, buyers, sales representatives, merchandisers, customer services, design or make-over services, managers, centre owners.

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	14 March 1995	31 December 2015
Review	2	22 December 1999	31 December 2015
Revision	3	13 February 2002	31 December 2015
Review	4	25 July 2006	31 December 2015
Revision	5	25 May 2007	31 December 2018
Review	6	19 September 2013	N/A
Review	7	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 ServicIQ qualifications@ServicIQ.org.nz if you wish to suggest changes to the content of this unit standard.