

<b>Title</b>	<b>Plan merchandising in a retail or distribution environment</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>3</b>

<b>Purpose</b>	People credited with this unit standard are able to develop a merchandising philosophy, and develop a merchandising plan.
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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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### Explanatory notes

- 1 The merchandising plan may be applied to a department, a store, a product, or a range of products.
- 2 Definitions  
*Distribution environment* refers to a workplace where the primary focus is on storage and distribution of stock.  
*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.  
*Retail environment* refers to workplaces where the primary focus is on customers purchasing goods or services.
- 3 Any relevant Acts, regulations, and bylaws must be complied with during assessment against this standard.

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### Outcomes and evidence requirements

#### Outcome 1

Develop a merchandising philosophy.

#### Evidence requirements

- 1.1 Marketing information is assessed and analysed, and a marketing position is defined.  
  
 Range information may include but is not limited to – organisational requirements, supplier documentation, market research.
- 1.2 Merchandising philosophy is developed.

1.3 Merchandising philosophy is consistent with marketing position.

Range may include but is not limited to – purpose, approach, format, style, target, requirements, impact.

## Outcome 2

Develop a merchandising plan.

### Evidence requirements

2.1 Merchandising plan consistent with the merchandising philosophy is developed in accordance with organisational procedures.

Range may include but is not limited to – budget, style, theme, seasonal variation, location, space, promotion, marketing, stock classification system, stock levels, suppliers, buying, constraints, resources, communication, time line.

<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### Status information and last date for assessment for superseded versions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	17 June 1993	31 December 2018
Review	2	28 February 2006	N/A
Review	3	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.