

Title	Plan merchandising in a retail or distribution environment		
Level	4	Credits	3

Purpose	People credited with this unit standard are able to: develop a merchandising philosophy; and, develop a merchandising plan, in a retail or distribution environment.
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Classification	Retail, Distribution, and Sales > Merchandising and Marketing
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Available grade	Achieved
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Guidance Information

- 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.
Retail environment refers to workplaces where the primary focus is on customers purchasing goods or services.
Workplace procedures refer to the applicable procedures found in the following: organisational performance guidelines and standards; manufacturer's procedures and specifications; and Government and local body legislation.
- 3 Any relevant Acts, regulations, and bylaws must be complied with during assessment against this standard.
- 4 All tasks are to be carried out in accordance with workplace procedures, the workplace being the enterprise carrying out the work, or delivering the service.

Outcomes and performance criteria

Outcome 1

Develop a merchandising philosophy in a retail or distribution environment.

Performance criteria

- 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 consistent with marketing position is developed.

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

Outcome 2

Develop a merchandising plan in a retail or distribution environment.

Performance criteria

2.1 Merchandising plan consistent with the merchandising philosophy is developed.

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, timeline.

Planned review date	31 December 2027
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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	31 December 2024
Review	3	8 December 2016	31 December 2024
Review	4	2 March 2023	N/A

Consent and Moderation Requirements (CMR) reference	0112
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council qualifications@ringahora.nz if you wish to suggest changes to the content of this unit standard.