



		Curriculum Document			
Curriculum Code		Curriculum Title		Logo	
343203000		Visual Merchandiser			
	Name	Email	Phone	Logo	
Development Quality Partner	Wholesale and Retail Seta	imarrian@wrseta.org.za	0126229500		

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SECTION 1: CURRICULUM SUMMARY

1. Occupational Information

1.1 Associated Occupation

343203: Visual Merchandiser

1.2 Occupation or Specialisation Addressed by this Curriculum

343203000: Visual Merchandiser

1.3 Alternative Titles used by Industry

- Window Dresser

2. Curriculum Information

2.1 Curriculum Structure

This qualification is made up of the following compulsory Knowledge and Practical Skill Modules:

Knowledge Modules:

- 343203000-KM-01, Concepts and Principles of developing visual merchandising plans, NQF Level 3, Credits 4
- 343203000-KM-02, Concept an principles of implementing visual merchandising plans/action plans, NQF Level 3, Credits 3
- 343203000-KM-03, Concepts and Principles of maintaining and evaluating visual merchandising displays, NQF Level 3, Credits 2

Total number of credits for Knowledge Modules: 9

Practical Skill Modules:

- 343203000-PM-01, Develop and prepare an action plan for the implementation of visual merchandising plans/displays/ windows., NQF Level 3, Credits 2
- 343203000-PM-02, Dress the display/window, NQF Level 3, Credits 2
- 343203000-PM-03, Maintain and evaluate visual merchandising displays. , NQF Level 3, Credits 2

Total number of credits for Practical Skill Modules: 6

This qualification also requires the following Work Experience Modules:

- 343203000-WM-01, Processes and procedures for setting up visual merchandising displays, NQF Level 3, Credits 10
- 343203000-WM-02, Processes and procedures for maintaining and evaluating visual merchandising displays, NQF Level 3, Credits 5

Total number of credits for Work Experience Modules: 15

2.2 Entry Requirements

NQF Level 4 with mathematical literacy and communication.

3. Assessment Quality Partner Information

Name of body: Wholesale and Retail SETA

Address of body: Riverside Office Park, Hennops House, Corner Lenchen South and Heuwel Avenue Centurion, 0157

Contact person name: Mrs Inger Marrian

Contact person work telephone number: 012 622 9500

4. Part Qualification Curriculum Structure

SECTION 2: OCCUPATIONAL PROFILE

1. Occupational Purpose

A Visual Merchandiser plans, develops and displays merchandise visually in order to create and maintain an interest of the target market and promote sales.

2. Occupational Tasks

- Develop and implement visual merchandising plans. (NQF Level 3)
- Merchandise stock visually. (NQF Level 3)
- Maintain and evaluate visual merchandising displays. (NQF Level 3)

3. Occupational Task Details

3.1. Develop and implement visual merchandising plans. (NQF Level 3)

Unique Product or Service:

- Visual merchandising plans and action plans.

Occupational Responsibilities:

- Draw a floor plan of a retail store.
- Identify theme and product.
- Develop and communicate visual merchandising action plan.

Occupational Contexts:

- Processes and procedures for developing and implementing visual merchandising plans.

3.2. Merchandise stock visually. (NQF Level 3)

Unique Product or Service:

- Visually merchandised stock.

Occupational Responsibilities:

- Prepare display area.
- Dress the display/window.

Occupational Contexts:

- Processes and procedures for setting up visual merchandising displays.

3.3. Maintain and evaluate visual merchandising displays (NQF Level 3)

Unique Product or Service:

- Maintained and evaluated visual merchandising displays.

Occupational Responsibilities:

- Maintain visual merchandising plan.
- Evaluate completed displays and its impact.

Occupational Contexts:

- Processes and procedures for maintaining and evaluating visual merchandising displays.

SECTION 3: CURRICULUM COMPONENT SPECIFICATIONS

SECTION 3A: KNOWLEDGE MODULE SPECIFICATIONS

List of Knowledge Modules for which Specifications are included:

- 343203000-KM-01, Concepts and Principles of developing visual merchandising plans, NQF Level 3, Credits 4
- 343203000-KM-02, Concept an principles of implementing visual merchandising plans/action plans, NQF Level 3, Credits 3
- 343203000-KM-03, Concepts and Principles of maintaining and evaluating visual merchandising displays, NQF Level 3, Credits 2

1. 343203000-KM-01: Concepts and Principles of developing visual merchandising plans, NQF Level 3, Credits 4

1.1 Purpose of the Knowledge Modules

The main focus of the learning in this knowledge module is to build an understanding of the concepts and principles of developing visual merchandising plans and action plans.

The learning will enable learners to demonstrate an understanding of:

- KM-01-KT01: Concept of visual merchandising (25%)
- KM-01-KT02: Principles of visual merchandising (25%)
- KM-01-KT03: Fixtures, props, signage and ticketing (25%)
- KM-01-KT04: Concepts of visual merchandising layout planning (25%)

1.2 Guidelines for Topics

1.2.1. KM-01-KT01: Concept of visual merchandising (25%)

Topic elements to be covered include:

- KT0101 Definition of visual merchandising
- KT0102 Terminology used in visual merchandising world-wide
- KT0103 Types of retail sub-sectors
- KT0104 Role of visual merchandiser within wholesale and retail environment
- KT0105 Concept and principles of visual merchandiser etiquette
- KT0106 Five P's of marketing and its impact on visual merchandising
- KT0107 The concept of strategic tactics and its impact on visual merchandising

Internal Assessment Criteria and Weight

- IAC0101 Define visual merchandising
- IAC0102 Discuss various types of retail sub-sectors
- IAC0103 Define and explain the use of visual merchandising terminology
- IAC0104 Explain the concept of own role as well as your role within a team in a wholesale and retail environment
- IAC0105 Discuss the concept of visual merchandising etiquette
- IAC0106 Define and explain five P's of marketing and their impact on visual merchandising
- IAC0107 Discuss the impact of strategic tactics on visual merchandising activities

(Weight 25%)

1.2.2. KM-01-KT02: Principles of visual merchandising (25%)

Topic elements to be covered include:

- KT0201 Concepts and principles of focal points
- KT0202 Concepts and principles of scale, proportion and balance
- KT0203 Concepts and principles of line, shapes, texture and colour
- KT0204 Concepts and principles of themes
- KT0205 Concepts and principles of lighting
- KT0206 Concept of ambiance, aesthetics and its impact in visual merchandising

Internal Assessment Criteria and Weight

- IAC0201 Define and explain the concept of focal points and groupings in visual merchandising
- IAC0202 Explain the concepts and principles of scale, proportion and balance in visual merchandising
- IAC0203 Explain the concepts and principles of line, shapes, texture and colour in visual merchandising
- IAC0204 Discuss the concepts and principles of themes in visual merchandising
- IAC0205 Explain the concepts and principles of lighting in visual merchandising
- IAC0206 Discuss the concept of ambiance, aesthetics and its impact in visual merchandising

(Weight 25%)

1.2.3. KM-01-KT03: Fixtures, props, signage and ticketing (25%)

Topic elements to be covered include:

- KT0301 Types of fixtures used in visual merchandising
- KT0302 Concept of props and the impact it has on enhancing visual merchandising
- KT0303 Types of signage
- KT0304 Types of ticketing

Internal Assessment Criteria and Weight

- IAC0301 Discuss various fixtures and their uses used in visual merchandising
- IAC0302 Explain the concept of props and the impact it has on enhancing visual merchandising
- IAC0303 Discuss various types of signage used in visual merchandising
- IAC0304 Describe the concept of ticketing in relation to visual merchandising

(Weight 25%)

1.2.4. KM-01-KT04: Concepts of visual merchandising layout planning (25%)

Topic elements to be covered include:

- KT0401 Definition of visual merchandising layout planning
- KT0402 Principles and purpose of visual merchandising layout plans
- KT0403 Principles of communicating visual merchandising layout plans
- KT0404 Principles of visual merchandising techniques

Internal Assessment Criteria and Weight

- IAC0401 Define and explain the concept of merchandising layout planning
- IAC0402 Explain the principles and purpose of visual merchandising layout plans
- IAC0403 Discuss the principles of communicating visual merchandising plans
- IAC0404 Explain various principles of visual merchandising techniques

(Weight 25%)

1.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Training materials, Learner Guide, Facilitator Guide, Hand outs, Visual Aids, covering visual merchandising.

Human Resource Requirements:

- Facilitators to have relevant knowledge and experience in the visual merchandising.
- A ratio of a maximum of 20 learners to one facilitator.
- Persons compiling the internal assessments must have either an industry related qualification at least one level higher than this qualification, or have operated as a visual merchandiser with at least 5 years' experience relevant to the subject.
- Assessors must have relevant industry experience related to the subject.

Legal Requirements:

- A legal business entity.
- Meet health and safety standards.

1.4 Exemptions

- None

2. 343203000-KM-02: Concept and principles of implementing visual merchandising plans/action plans, NQF Level 3, Credits 3

2.1 Purpose of the Knowledge Modules

The main focus of the learning in this knowledge module is to build an understanding of concepts and principles of implementing visual merchandising plans/action plans.

The learning will enable learners to demonstrate an understanding of:

- KM-02-KT01: Principles of implementing visual merchandising plans (40%)
- KM-02-KT02: Concept of promotional activities (60%)

2.2 Guidelines for Topics

2.2.1. KM-02-KT01: Principles of implementing visual merchandising plans (40%)

Topic elements to be covered include:

- KT0101 Concepts and principles for preparing an area for displays
- KT0102 Generally accepted methods for adapting visual merchandising plan to suit available space and premises
- KT0103 Generally accepted methods for securing merchandise
- KT0104 Concept of safety in implementing visual merchandising plans
- KT0105 Concepts and principles of housekeeping for visual merchandising displays

Internal Assessment Criteria and Weight

- IAC0101 Describe various types of equipment and resources used in implementing visual merchandising plans
- IAC0102 Explain the importance and principles of preparing an area for displays
- IAC0103 Discuss various methods used for securing merchandise
- IAC0104 Explain the impact of safety in implementing visual merchandising plan
- IAC0105 Discuss the importance of adhering to housekeeping principles when implementing visual merchandising plan
- IAC0106 Explain the importance of adapting visual merchandising plan to suit available space and premises

(Weight 40%)

2.2.2. KM-02-KT02: Concept of promotional activities (60%)

Topic elements to be covered include:

- KT0201 Types of promotions
- KT0202 Types of promotional displays

- KT0203 Positioning of promotional displays
- KT0204 Types of signage and ticketing for promotional displays

Internal Assessment Criteria and Weight

- IAC0201 Describe various types of promotions
- IAC0202 Discuss various types of promotional displays
- IAC0203 Discuss the impact of positioning of promotional displays in visual merchandising
- IAC0204 Describe the various types of signage and ticketing for promotional displays

(Weight 60%)

2.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Training materials, Learner Guide, Facilitator Guide, Hand outs, Visual Aids, covering visual merchandising.

Human Resource Requirements:

- Facilitators to have relevant knowledge and experience in the visual merchandising.
- A ratio of a maximum of 20 learners to one facilitator.
- Persons compiling the internal assessments must have either an industry related qualification at least one level higher than this qualification, or have operated as a visual merchandiser with at least 5 years' experience relevant to the subject.
- Assessors must have relevant industry experience related to the subject.

Legal Requirements:

- A legal business entity.
- Meet health and safety standards.

2.4 Exemptions

- None

3. 343203000-KM-03: Concepts and Principles of maintaining and evaluating visual merchandising displays, NQF Level 3, Credits 2

3.1 Purpose of the Knowledge Modules

The main focus of the learning in this knowledge module is to build an understanding of concepts and principles of maintaining and evaluating visual merchandising plans.

The learning will enable learners to demonstrate an understanding of:

- KM-03-KT01: Concept and principles of maintaining visual merchandising displays (50%)
- KM-03-KT02: Concept and principles of evaluating the impact of visual merchandising displays. (50%)

3.2 Guidelines for Topics

3.2.1. KM-03-KT01: Concept and principles of maintaining visual merchandising displays (50%)

Topic elements to be covered include:

- KT0101 Principles of maintaining visual merchandising displays
- KT0102 The importance of maintaining visual merchandising displays
- KT0103 Principles of adjusting displays according to changes in stock availability

Internal Assessment Criteria and Weight

- IAC0101 Discuss the principles of maintaining visual merchandising displays
- IAC0102 Explain the importance of maintaining visual merchandising displays
- IAC0103 Discuss the principles of adjusting displays according to changes in stock availability

(Weight 50%)

3.2.2. KM-03-KT02: Concept and principles of evaluating the impact of visual merchandising displays. (50%)

Topic elements to be covered include:

- KT0201 Concept and principles of evaluating merchandise displays
- KT0202 Concept and principles of evaluating the impact of visual merchandising displays
- KT0203 Generally acceptable methods for recommending improvements to visual merchandising displays

Internal Assessment Criteria and Weight

- IAC0201 Explain the concept and principles of evaluation in visual merchandising
- IAC0202 Describe the concept and principles of evaluating the impact of visual merchandising displays
- IAC0203 Discuss the generally acceptable methods for recommending improvements to visual merchandising displays

(Weight 50%)

3.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Training materials, Learner Guide, Facilitator Guide, Hand outs, Visual Aids, covering visual merchandising.

Human Resource Requirements:

- Facilitators to have relevant knowledge and experience in the visual merchandising.
- A ratio of a maximum of 20 learners to one facilitator.
- Persons compiling the internal assessments must have either an industry related qualification at least one level higher than this qualification, or have operated as a visual merchandiser with at least 5 years' experience relevant to the subject.
- Assessors must have relevant industry experience related to the subject.

Legal Requirements:

- A legal business entity.
- Meet health and safety standards.

3.4 Exemptions

- None

SECTION 3B: PRACTICAL SKILL MODULE SPECIFICATIONS

List of Practical Skill Module Specifications

- 343203000-PM-01, Develop and prepare an action plan for the implementation of visual merchandising plans/displays/ windows., NQF Level 3, Credits 2
- 343203000-PM-02, Dress the display/window, NQF Level 3, Credits 2
- 343203000-PM-03, Maintain and evaluate visual merchandising displays. , NQF Level 3, Credits 2

1. 343203000-PM-01: Develop and prepare an action plan for the implementation of visual merchandising plans/displays/windows, NQF Level 3, Credits 2

1.1 Purpose of the Practical Skill Modules

The focus of the learning in this module is on providing the learner an opportunity to practice developing, preparing and communicating an action plan for the implementation of visual merchandising plans/displays/windows.

The learner will be required to:

- PM-01-PS01: Draw a floor plan of a retail store
- PM-01-PS02: Identify theme and product
- PM-01-PS03: Develop and communicate visual merchandising action plan

1.2 Guidelines for Practical Skills

1.2.1. PM-01-PS01: Draw a floor plan of a retail store

Scope of Practical Skill

Given a retail floor plan with a list of departments, size and shape of the store, the learner must be able to:

- PA0101 Draw and identify the features of a retail store floor layout
- PA0102 Identify various adjacent complementary departments
- PA0103 Indicate on the floor layout where the display /promotional areas are.

Applied Knowledge

- AK0101 Techniques for analysing given set of information
- AK0102 Techniques for drawing retail store floor layouts
- AK0103 Techniques for identifying displays/promotional area

Internal Assessment Criteria

- IAC0101 The learner's drawn store floor layout and the features identified are in accordance to the given information
- IAC0102 Adjacent complementary departments are identified as per given information
- IAC0103 The display and promotional areas are indicated on the learner's floor layout according to the given information

1.2.2. PM-01-PS02: Identify theme and product

Scope of Practical Skill

Given a set of information comprising of variety of themes, products and store floor layout, the learner must be able to:

- PA0201 Match a product to a theme

- PA0202 Select a theme and product from the given list and indicate on a store floor layout where a selected product would be visually promoted.

Applied Knowledge

- AK0201 Comparison techniques
- AK0202 Selection techniques

Internal Assessment Criteria

- IAC0201 Themes and product are matched appropriately
- IAC0202 Theme and product are selected and indicated on a display/ promotional area on a store floor plan in terms of the given information

1.2.3. PM-01-PS03: Develop and communicate visual merchandising action plan

Scope of Practical Skill

Given a store floor layout drawn by the learner and their selected promotional theme the learner must be able to:

- PA0301 Develop an action plan to implement the promotion/displays
- PA0302 Communicate the visual merchandising plan to the team

Applied Knowledge

- AK0301 Visual merchandising planning techniques
- AK0302 Communication techniques

Internal Assessment Criteria

- IAC0301 Visual merchandising action plan developed is in accordance to the learner's store floor layout and selected promotional theme and is practical for the display chosen.
- IAC0302 The visual merchandising action plan is communicated in clear and concise manner as per feedback from the team

1.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Provider to have real or simulated wholesale or retail environment.
- Learning material covering the managing retail chain store service standards.
- Case Studies, scenarios and sets of information relating to the skill being practised.

Human Resource Requirements:

- Facilitators to have relevant knowledge and experience in the visual merchandising.

- A ratio of a maximum of 20 learners to one facilitator.
- Persons compiling the internal assessments must have either an industry related qualification at least one level higher than this qualification, or have operated as a visual merchandiser with at least 5 years' experience relevant to the subject.
- Assessors must have relevant industry experience related to the subject.

Legal Requirements:

- A legal business entity.
- Meet health and safety standards.

1.4 Exemptions

- None

2. 343203000-PM-02: Dress the display/window, NQF Level 3, Credits 2

2.1 Purpose of the Practical Skill Modules

The focus of the learning in this module is on providing the learner an opportunity to merchandising stock visually.

The learner will be required to:

- PM-02-PS01: Prepare display area
- PM-02-PS02: Dress the display/window

2.2 Guidelines for Practical Skills

2.2.1. PM-02-PS01: Prepare display area

Scope of Practical Skill

Given a real or simulated retail environment (stock, signage, ticketing, merchandise carriers, etc.) with a variety visual merchandising equipment the learner must be able to:

- PA0101 Identify props, fixtures and display carriers specific to their plan
- PA0102 Prepare and organise signage for the display
- PA0103 Remove existing stock safely
- PA0104 Dismantle existing display safely (props, signage, and stock)
- PA0105 Apply housekeeping standards to display/window

Applied Knowledge

- AK0101 Safety techniques when removing and securing stock as well as when dismantling existing display
- AK0102 Visual merchandising techniques
- AK0103 Housekeeping techniques

Internal Assessment Criteria

- IAC0101 Fixtures and prop are identified according to learner's visual merchandising plan
- IAC0102 Signage prepared and acquired is relevant to the product being promoted.
- IAC0103 The existing stock is removed and placed into a secure location
- IAC0104 The existing display(fixture and props) area is dismantled in a safe and secure manner that minimises loss and injury
- IAC0105 Housekeeping standards are adhered to when preparing for displays

2.2.2. PM-02-PS02: Dress the display/window

Scope of Practical Skill

Given a set of information detailing the theme, product and visual merchandising equipment, the learner must be able to:

- PA0201 Adapt visual merchandising plans to meet display requirements
- PA0202 Dress/build display
- PA0202 Dress/build display

Applied Knowledge

- AK0201 Techniques for adapting visual merchandising plans to meet display requirements
- AK0202 Techniques for building or erecting visual merchandising displays
- AK0203 Techniques for applying all visual merchandising principles

Internal Assessment Criteria

- IAC0201 The visual merchandising plan is adapted to suit display requirements
- IAC0202 The display area is built in a manner that minimises loss and injury to self and others
- IAC0203 All visual merchandising principles are implemented as applicable to the product and display

2.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Provider to have real or simulated wholesale or retail environment.
- Learning material covering the managing retail chain store service standards.
- Case Studies, scenarios and sets of information relating to the skill being practised.

Human Resource Requirements:

- Facilitators to have relevant knowledge and experience in the visual merchandising.
- A ratio of a maximum of 20 learners to one facilitator.
- Persons compiling the internal assessments must have either an industry related qualification at least one level higher than this qualification, or have operated as a visual merchandiser with at least 5 years' experience relevant to the subject.
- Assessors must have relevant industry experience related to the subject.

Legal Requirements:

- A legal business entity.
- Meet health and safety standards.

2.4 Exemptions

- None

3. 343203000-PM-03: Maintain and evaluate visual merchandising displays , NQF Level 3, Credits 2

3.1 Purpose of the Practical Skill Modules

The focus of the learning in this module is on providing the learner an opportunity to practice maintaining and evaluating visual merchandising displays.

The learner will be required to:

- PM-03-PS01: Maintain visual merchandising displays
- PM-03-PS02: Evaluate visual merchandising displays

3.2 Guidelines for Practical Skills

3.2.1. PM-03-PS01: Maintain visual merchandising displays

Scope of Practical Skill

Given a real or simulated retail environment (stock, signage, ticketing, merchandise carriers, etc.) and variety of displays as well as information on sales the learner must be able to:

- PA0101 Identify and redress sell outs
- PA0102 Apply housekeeping standards to display/window

Applied Knowledge

- AK0101 Safety techniques when maintaining visual merchandising displays
- AK0102 Housekeeping techniques

Internal Assessment Criteria

- IAC0101 Sell outs and all items requiring replenishment/replacement are identified and addressed.
- IAC0102 Basic housekeeping standards are applied

3.2.2. PM-03-PS02: Evaluate visual merchandising displays

Scope of Practical Skill

Given the display that the learner has dressed, the learner must be able to:

- PA0201 Evaluate the application of visual merchandising principles to the display
- PA0202 Propose improvements for future display

Applied Knowledge

- AK0201 Evaluate the application of visual merchandising principles to the display
- AK0202 Propose improvements for future display

Internal Assessment Criteria

- IAC0201 Learners evaluation of display identifies all visual merchandising principles were adhered to and those that were not adhered to.

- IAC0202 Improvements proposed by the learner are practical and logical.

3.3 Provider Programme Accreditation Criteria

Physical Requirements:

- Provider to have real or simulated wholesale or retail environment.
- Learning material covering the managing retail chain store service standards.
- Case Studies, scenarios and sets of information relating to the skill being practised.

Human Resource Requirements:

- Facilitators to have relevant knowledge and experience in the visual merchandising.
- A ratio of a maximum of 20 learners to one facilitator.
- Persons compiling the internal assessments must have either an industry related qualification at least one level higher than this qualification, or have operated as a visual merchandiser with at least 5 years' experience relevant to the subject.
- Assessors must have relevant industry experience related to the subject.

Legal Requirements:

- A legal business entity.
- Meet health and safety standards.

3.4 Exemptions

- None

SECTION 3C: WORK EXPERIENCE MODULE SPECIFICATIONS

List of Work Experience Module Specifications

- 343203000-WM-01, Processes and procedures for setting up visual merchandising displays, NQF Level 3, Credits 10
- 343203000-WM-02, Processes and procedures for maintaining and evaluating visual merchandising displays, NQF Level 3, Credits 5

1. 343203000-WM-01: Processes and procedures for setting up visual merchandising displays, NQF Level 3, Credits 10

1.1 Purpose of the Work Experience Modules

The focus of the work experience is on providing the learner an opportunity to gain exposure to setting up visual merchandising displays. The Learner will be required to successfully complete each Work Experience module for at least 3 weeks under supervision before operating for 1 week independently.

The learner will be required to:

- WM-01-WE01: Develop a visual merchandising plan/action plan
- WM-01-WE02: Prepare to implement the visual merchandising action plans
- WM-01-WE03: Set up and dismantle displays

1.2 Guidelines for Work Experiences

1.2.1. WM-01-WE01: Develop a visual merchandising plan/action plan

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0101 Select promotional theme and target market
- WA0102 Draw floor plan/layout
- WA0103 Select appropriate visual merchandising resources
- WA0104 Select product and associated range to be visually merchandised
- WA0105 Set timelines for promotional display

Supporting Evidence

- SE0101 Documentary evidence by the learner reflecting their participation in developing visual merchandising action plans
- SE0102 Signed visual merchandising action plans by the learner superior confirming that all work activities involved in developing visual merchandising action plans were performed by the learner.

1.2.2. WM-01-WE02: Prepare to implement the visual merchandising action plans

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0201 Adapt visual merchandising action plans to the organisations requirements
- WA0202 Communicate implementation guidelines of visual merchandising action plans to the team

Supporting Evidence

- SE0201 A report by the learner and their superior reflecting all activities performed by him/her in the process of adapting visual merchandising action plan to the organisation requirements
- SE0202 Notes, minutes, registers of meetings held communicating guidelines of how to implement visual merchandising action plans signed by learner and his/her superior

1.2.3. WM-01-WE03: Set up and dismantle displays

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0301 Gather props, fixtures and display carriers to be used in visual display
- WA0302 Organise signage and ticketing appropriate to the product and the display
- WA0303 Remove existing stock
- WA0304 Dismantle existing display
- WA0305 Visually display merchandise

Supporting Evidence

- SE0301 Signed documentary evidence signed by both learner and superior confirming that the props, fixtures, display carriers, ticketing and signage were appropriate for the merchandise to be visually displayed
- SE0302 Documentary evidence by the learner superior confirming that the learners display adhered to all visual merchandising techniques, display equipment was handled in a manner that minimises damage and that high risk merchandise was displayed in a manner that prevents shrinkage and losses
- SE0303 Report detailing the learner's success in implementing operational plans and achieving operational goals signed off by the learners superior

1.3 Contextualised Workplace Knowledge

1. Organisational promotional and marketing strategy.
2. Organisational policies regarding the amount of space to be used for visual displays.
3. Organisational policies regarding timelines for the implementation and removal of promotional activity.
4. Organisational methods, policies and procedures for developing visual merchandising action plans to the required organisational standard.
5. Organisational policies and procedures for adapting visual merchandising action plans.
6. Guidelines and organisational policies and procedures for gathering resources in preparation for display.
7. Organisational policies and procedures for gathering stock for display and the security over that stock until the display is completed.

8. Organisational policies and procedures for displaying high risk merchandise.
9. Organisational requirements and policies for preparing display area.
10. Organisational policies and procedures for handling visual merchandising equipment.
11. Organisational policies on health and safety standard.

1.4 Criteria for Workplace Approval

Physical Requirements:

- A wholesale/retail outlet that visual display its merchandise.
- Documented in-store policies and procedures.

Human Resource Requirements:

- Visual merchandiser with at least 3 years experience in visual merchandising.

Legal Requirements:

- Registered as a formal business.
- Compliant with all relevant legal requirements for a wholesale or retail business.

1.5 Additional Assignments to be Assessed Externally

None

2. 343203000-WM-0:, Processes and procedures for maintaining and evaluating visual merchandising displays, NQF Level 3, Credits 5

2.1 Purpose of the Work Experience Modules

The focus of the work experience is on providing the learner an opportunity to gain exposure to maintaining and evaluating visual merchandising displays. The Learner will be required to successfully complete each Work Experience module for at least 3 weeks under supervision before operating for 1 week independently.

The learner will be required to:

- WM-02-WE01: Maintain visual merchandising displays
- WM-02-WE02: Evaluate visual merchandising displays

2.2 Guidelines for Work Experiences

2.2.1. WM-02-WE01: Maintain visual merchandising displays

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0101 Replenish stock sold off the display
- WA0102 Replenish sold out stock
- WA0103 Removing damaged stock off the display
- WA0104 Perform housekeeping

Supporting Evidence

- SE0101 A report by the learner and his / her superior indicating that the learner adhered to organisational policies in his /her handling of stock for visual display purpose.
- SE0102 A testimonial prepared and signed by the learner superior stating that the learner performed housekeeping of displays in a safe manner

2.2.2. WM-02-WE02: Evaluate visual merchandising displays

Scope of Work Experience

The person will be expected to engage in the following work activities:

- WA0201 Evaluate the use of visual merchandising principles and techniques in visual display built
- WA0202 Review the impact of visual displays and propose improvements for future display

Supporting Evidence

- SE0201 Documentary evidence detailing the SWOT of visual merchandising displays as well as its impact on sales growth
- SE0202 Documentary evidence signed off by the superior detailing all the recommendations proposed/made by the learner for future display

2.3 Contextualised Workplace Knowledge

1. Organisational policies regarding timelines for the implementation and removal of promotional activity.
2. Guidelines and organisational policies and procedures for gathering resources in preparation for display.
3. Organisational policies and procedures for gathering stock for display and the security over that stock until the display is completed.
4. Organisational policies and procedures for displaying high risk merchandise.
5. Organisational policies on health and safety standard.
6. Organisational housekeeping standards for visual displays.

2.4 Criteria for Workplace Approval

Physical Requirements:

- A wholesale/retail outlet that visual display its merchandise.
- Documented in-store policies and procedures.

Human Resource Requirements:

- Visual merchandiser with at least 3 years experience in visual merchandising

Legal Requirements:

- Registered as a formal business.
- Compliant with all relevant legal requirements for a wholesale or retail business.

2.5 Additional Assignments to be Assessed Externally

None

SECTION 4: STATEMENT OF WORK EXPERIENCE

Curriculum Number:	343203000
Curriculum Title:	Visual Merchandiser

Learner Details	
Name:	
ID Number:	

Employer Details	
Company Name:	
Address:	
Supervisor Name:	
Work Telephone:	
E-Mail:	

343203000-WM-01: Processes and procedures for setting up visual merchandising displays, NQF Level 3, Credits 10

WM-01-WE01	Develop a visual merchandising plan/action plan		
	Scope Work Experience	Date	Signature
WA0101	Select promotional theme and target market		
WA0102	Draw floor plan / layout		
WA0103	Select appropriate visual merchandising resources		
WA0104	Select product and associated range to be visually merchandised		
WA0105	Set timelines for promotional display		
	Supporting Evidence	Date	Signature
SE0101	Documentary evidence by the learner reflecting his/her participation in developing visual merchandising action plans		
SE0102	Signed visual merchandising action plans by the learner superior confirming that all work activities involved in developing visual merchandising action plans were performed by the learner.		
WM-01-WE02	Prepare to implement the visual merchandising action plans		
	Scope Work Experience	Date	Signature
WA0201	Adapt visual merchandising action plans to the organisations requirements		
WA0202	Communicate implementation guidelines of visual merchandising action plans to the team		
	Supporting Evidence	Date	Signature
SE0201	A report by the learner and his / her superior reflecting all activities performed by him/her in the process of adapting visual merchandising action plan to the organisation requirements		

SE0202	Notes, minutes, registers of meetings held communicating guidelines of how to implement visual merchandising action plans signed by learner and his/her superior		
WM-01-WE03	Set up and dismantle displays		
	Scope Work Experience	Date	Signature
WA0301	Gather props, fixtures and display carriers to be used in visual display		
WA0302	Organise signage and ticketing appropriate to the product and the display		
WA0303	Remove existing stock		
WA0304	Dismantle existing display		
WA0305	Visually display merchandise		
	Supporting Evidence	Date	Signature
SE0301	Signed documentary evidence signed by both learner and superior confirming that the props, fixtures, display carriers, ticketing and signage were appropriate for the merchandise to be visually displayed		
SE0302	Documentary evidence by the learner superior confirming that the learners display adhered to all visual merchandising techniques, display equipment was handled in a manner that minimises damage and that high risk merchandise was displayed in a manner that prevents shrinkage and losses		
SE0303	Report detailing the learner's success in implementing operational plans and achieving operational goals signed off by the learners superior		

	Contextualised Workplace Knowledge	Date	Signature
1	Organisational promotional and marketing strategy		

2	Organisational policies regarding the amount of space to be used for visual displays		
3	Organisational policies regarding timelines for the implementation and removal of promotional activity		
4	Organisational methods, policies and procedures for developing visual merchandising action plans to the required organisational standard		
5	Organisational policies and procedures for adapting visual merchandising action plans		
6	Guidelines and organisational policies and procedures for gathering resources in preparation for display		
7	Organisational policies and procedures for gathering stock for display and the security over that stock until the display is completed.		
8	Organisational policies and procedures for displaying high risk merchandise		
9	Organisational requirements and policies for preparing display area		
10	Organisational policies and procedures for handling visual merchandising equipment		
11	Organisational policies on health and safety standard		

	Additional Assignments to be Assessed Externally	Date	Signature
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343203000-WM-02: Processes and procedures for maintaining and evaluating visual merchandising displays, NQF Level 3, Credits 5

WM-02-WE01	Maintain visual merchandising displays		
	Scope Work Experience	Date	Signature

WA0101	Replenish stock sold off the display		
WA0102	Replenish sold out stock		
WA0103	Removing damaged stock off the display		
WA0104	Perform housekeeping		
	Supporting Evidence	Date	Signature
SE0101	A report by the learner and their superior indicating that the learner adhered to organisational policies in his /her handling of stock for visual display purpose.		
SE0102	A testimonial prepared and signed by the learner superior stating that the learner performed housekeeping of displays in a safe manner		
WM-02-WE02	Evaluate visual merchandising displays		
	Scope Work Experience	Date	Signature
WA0201	Evaluate the use of visual merchandising principles and techniques in visual display built		
WA0202	Review the impact of visual displays and propose improvements for future display		
	Supporting Evidence	Date	Signature
SE0201	Documentary evidence detailing the SWOT of visual merchandising displays as well as its impact on sales growth		
SE0202	Documentary evidence signed off by the superior detailing all the recommendations proposed/made by the learner for future display		

	Contextualised Workplace Knowledge	Date	Signature
1	Organisational policies regarding timelines for the implementation and removal of promotional activity		

2	Guidelines and organisational policies and procedures for gathering resources in preparation for display		
3	Organisational policies and procedures for gathering stock for display and the security over that stock until the display is completed.		
4	Organisational policies and procedures for displaying high risk merchandise		
5	Organisational policies on health and safety standard		
6	Organisational housekeeping standards for visual displays		

	Additional Assignments to be Assessed Externally	Date	Signature
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