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# Model Curriculum

## Visual Merchandiser

**SECTOR: RETAIL**  
**SUB-SECTOR: RETAIL**  
**OCCUPATION: MARKETING**  
**REFERENCE ID: RAS/Q0402 VERSION 2.0**  
**NSQF LEVEL: 5**

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## Certificate

### CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA**

for the

### MODEL CURRICULUM

Complying to National Occupational Standards of  
Job Role/Qualification Pack: **'Visual Merchandiser'** QP No. **'RAS/Qo402 NSQF Level 5'**

Date of Issuance: **May 21<sup>st</sup>, 2021**

Valid up to: **May 24<sup>th</sup>, 2024**

\* Valid up to the next review date of the Qualification Pack



Authorised Signatory  
(Retailers Association's Skill Council of India)

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# Visual Merchandiser

## Curriculum/Syllabus

This program is aimed at training candidates for the job of a “Visual Merchandiser”, in the “Retail” Sector/Industry and aims at building the following key competencies amongst the learner.

<b>Program Name</b>	<b>Visual Merchandiser</b>		
<b>Qualification Pack Name &amp; Reference ID.</b>	Visual Merchandiser RAS/Q0402 VERSION 2.0		
<b>Version No.</b>	2.0	<b>Version Update Date</b>	21-05-2021
<b>Pre-requisites to Training</b>	12th Standard Pass and 1 year experience in similar position/ marketing/ category management or in retail store operations  OR ITI (Two years after Class 10) and 1 year experience in similar position /marketing / category management or in retail store operations		
<b>Training Outcomes</b>	<b>After completing this programme, participants will be able to:</b> <ul style="list-style-type: none"> <li>• Enhance store visibility by implementing attractive visual displays to support store profitability</li> <li>• Comply to store policies, merchandising norms and statutory regulations while executing themes and plots</li> <li>• Collect and analyze data to track the visual impact of promotions and events</li> <li>• Maintain visual merchandising elements in the store as per brand and store guidelines</li> <li>• Update self on industry trends and best practices through continuous learning and innovation</li> <li>• Liaise effectively with internal and external stakeholders to effectively implement visual merchandising plans</li> </ul>		

This course encompasses 6 out of 6 National Occupational Standards (NOS) of “Visual Merchandiser” Qualification Pack issued by “Retailers Association's Skill Council of India”.

Sr.	Module	Key Learning Outcomes	Equipment Required
1	<p><b>Enhance store visibility by implementing attractive visual displays to support store profitability</b></p> <p><b>Theory Duration</b> (hh:mm) 30:00</p> <p><b>Practical Duration</b> (hh:mm) 30:00</p> <p><b>Corresponding NOS Code</b> RAS/N0401</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>• identify industry and company trends with respect to products and marketing thereof</li> <li>• identify target customer base, category-wise sales pattern, market trends</li> <li>• identify elements such as available space, lighting, props and visual merchandising accessories in order to design relevant and effective plots and themes</li> <li>• identify possible problems in putting layouts together and work out ways of sorting them out</li> <li>• create displays that achieve the visual effect as required and are consistent with the company's visual design policy</li> <li>• follow company procedures for using ladders, tools and equipment safely</li> <li>• use the design brief to identify the focal points of the display</li> <li>• identify seasonality and past sales patterns with respect to the merchandise category</li> <li>• identify related categories across which merchandising themes and events can be planned</li> <li>• match customer needs to category advantages and benefits</li> <li>• identify opportunities for cross selling across related categories in order to design effective schemes</li> <li>• design and validate relevant offers and merchandising themes</li> <li>• implement relevant offers and merchandising themes</li> <li>• position merchandise, graphics and signs according to guidelines and in ways that attract the attention and interest of customers and give customers the information they need</li> <li>• implement and adhere to themes and plots in accordance with the above variables so as to maximize returns for the desired category in the store</li> <li>• choose shapes, colors and groupings that are suited to the purpose and style of the display</li> <li>• check that the finished display meets health and safety guidelines and legal requirements</li> <li>• list tasks and activities involved in the merchandising plan</li> <li>• create visual displays based on the requirements set by the marketing department</li> </ul>	<p>Products for display (mix of apparels, accessories, consumer durables, food/grocery products etc.); Product planogram; Shelves for Stacking Products; Gondolas, Tables; Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage; Softwares (Photoshop/Illustrator/2D/3D Design); Camera that provide good picture quality (Mobile Camera/Digital Camera); Laptop/Tab/Computer with built-in internet; Glass window for Window Display</p>

Sr.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> <li>• finalize designs and create detailed floor plans</li> <li>• assemble and dismantle displays, if and when required</li> <li>• assess resources involved in executing the merchandising plan</li> <li>• ensure the availability of resources required to execute the merchandising plan</li> <li>• implement merchandising plan/theme at the store</li> <li>• assess the merchandising plan and record observations related to the same</li> <li>• measure performance of merchandising plans/themes</li> <li>• group merchandise appropriately for the purpose and style of display, the selling features of the merchandise and the visual effect needed under the design brief</li> <li>• keep abreast of information on faltering categories, slow moving categories and ageing products in store</li> <li>• create innovative merchandising themes and plots to improve performance of such categories for the specific store</li> <li>• validate merchandising themes and plots with all concerned stakeholders</li> <li>• implement the approved merchandising themes and plots</li> <li>• evaluate performance of merchandising themes and plots post implementation</li> <li>• accurately identify health, safety and security arrangements from plans, elevations and drawings</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• relevant legislation, standards, policies, and procedures followed in the company</li> <li>• relevant legislation, standards, policies, and procedures followed by brands</li> <li>• various props used in merchandising themes and plots</li> <li>• vendors and supplier details for procurement and their terms and conditions</li> <li>• how to identify the health, safety and security arrangements needed for layouts</li> <li>• what layout design is and its part in effective visual design practice</li> <li>• the techniques of layout design, including drawing conventions and standards</li> <li>• who can make decisions when you have problems with layouts</li> <li>• how to work out what activities and resources you need to put layouts together</li> </ul>	

Sr.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> <li>• how to create and use focal points within a display</li> <li>• how to put together merchandising displays for use inside the store</li> <li>• how to choose and combine dimension, shape, color, texture and lighting to create the visual effect you need from a display</li> <li>• how to display different types of merchandise and props</li> <li>• how to choose a suitable type of grouping merchandise</li> <li>• how to use different types, directions and levels of light to create atmosphere</li> <li>• how displays can achieve add-on sales and why this is important</li> <li>• why is it expected to install creative displays and to be aware of trends</li> <li>• different approaches to displaying merchandise and how to choose the best approach</li> <li>• how props, prototypes, dressing and fixtures create visual effects</li> <li>• how to identify the selling features of merchandise to be used in displays</li> <li>• the legal requirements which apply to pricing and ticketing</li> <li>• why different kinds of merchandise need different approaches to display, and what these approaches are</li> <li>• the dressing techniques to use for different types of merchandise</li> <li>• business profitability parameters – return of shelf space</li> <li>• category merchandising norms</li> <li>• consumer behavior</li> <li>• schematic presentations of merchandising themes and plots</li> <li>• effects of seasonality on different categories of products being sold</li> <li>• factors affecting customers buying behavior for a particular category</li> <li>• store sales data for various categories</li> </ul>	

Sr.	Module	Key Learning Outcomes	Equipment Required
2	<p><b>Comply to store policies, merchandising norms and statutory regulations while executing themes and plots</b></p> <p><b>Theory Duration</b> (hh:mm) 30:00</p> <p><b>Practical Duration</b> (hh:mm) 30:00</p> <p><b>Corresponding NOS Code</b> RAS/N0402</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>• identify and adhere to store policies and budgets with respect to visual merchandising</li> <li>• identify and adhere to statutory guidelines with respect to visual merchandising</li> <li>• describe vendor guidelines with respect to visual merchandising</li> <li>• describe category and brand norms with respect to visual merchandising</li> <li>• check the suitability and availability of merchandise with the relevant decision-makers</li> <li>• reach agreement with decision-makers concerning realistic arrangements and timescales for supply</li> <li>• promptly make other arrangements to get hold of merchandise if it is not available within your timescales and cost limits</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• relevant legislation, standards, policies, and procedures followed by company and brand</li> <li>• service request procedures, tools, and techniques</li> <li>• how to compare selected merchandise with the display requirements</li> <li>• how to check whether merchandise is available</li> <li>• how to arrange for merchandise to be delivered</li> <li>• the different purposes of displays and their use in visual merchandising</li> <li>• different approaches to use for displaying different kinds of merchandise</li> <li>• the decision-makers who you need to agree your choices of merchandise with</li> <li>• the people who can supply the merchandise you need for display</li> <li>• category merchandising norms</li> <li>• brand policies, statutory regulations</li> </ul>	<p>Products for display (mix of apparels, accessories, consumer durables, food/grocery products etc.); Product planogram; Shelves for Stacking Products; Gondolas, Tables; Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage; Softwares (Photoshop/Illustrator/2D/3D Design); Camera that provide good picture quality (Mobile Camera/Digital Camera); Laptop/Tab/Computer with built-in internet; Glass window for Window Display</p>

Sr.	Module	Key Learning Outcomes	Equipment Required
3	<p><b>Collect and analyze data to track the visual impact of promotions and events</b></p> <p><b>Theory Duration</b> (hh:mm) 30:00</p> <p><b>Practical Duration</b> (hh:mm) 30:00</p> <p><b>Corresponding NOS Code</b> RAS/N0403</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>• track visual impact of all promotions and events organized by the head office/brands/store</li> <li>• identify parameters to be observed and recorded to assess impact of promotions and events</li> <li>• compare current data trends with past data trends</li> <li>• agree suitable standards for assessing the effect of displays and layouts</li> <li>• draw inferences that are reasonable in terms of the purpose of the display and customers' responses to it</li> <li>• identify improvements in the way visual merchandising is carried out at the store</li> <li>• report findings and recommendations clearly to decision-makers</li> <li>• assess information fairly when reviewing the effect of displays and layouts</li> <li>• check that all the parts of the display are suitable for the purpose of the display and meet requirements</li> <li>• check that the display meets requirements for easy access, safety and security</li> <li>• identify safety and security risks to the display and choose suitable ways of reducing risks</li> <li>• promptly make any adjustments within scope of authority that are needed to achieve the visual effect and to make the display safe and secure</li> <li>• regularly check the display's visual effect from the customers view</li> <li>• promptly report to the right person any problems and risks that are beyond the scope of responsibility</li> <li>• gather enough information to allow you to make judgments about customers' responses to displays and layouts</li> <li>• accurately interpret information about customers' responses</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• stock movement of different product categories in the store</li> <li>• ageing stocks in various categories</li> <li>• the company's visual design and merchandising policy</li> <li>• the meaning of 'validity' and 'reliability' in relation to interpreting information about customers' responses to displays and layouts</li> </ul>	<p>Products for display (mix of apparels, accessories, consumer durables, food/grocery products etc.); Product planogram; Shelves for Stacking Products; Gondolas, Tables; Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage; Softwares (Photoshop/Illustrator/2D/3D Design); Camera that provide good picture quality (Mobile Camera/Digital Camera); Laptop/Tab/Computer with built-in internet; Glass window for Window Display</p>

Sr.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> <li>• how to judge fairly the evidence of customers' responses against the agreed standards for displays and layouts</li> <li>• how to draw reasonable conclusions about the effect of displays and layouts, bearing in mind the purpose of the display or layout and customers' responses to it</li> <li>• how to recognize improvements to be made to the way visual merchandising is carried out at the store</li> <li>• how to present findings and recommendations clearly to decision-makers</li> <li>• how to evaluate the visual effect of displays</li> <li>• how light, color, texture, shape and dimension combine to achieve the visual effects needed for a display</li> <li>• different approaches to using displays for different types of merchandise</li> <li>• the dressing techniques for different types of merchandise</li> <li>• how much authority one has to change displays</li> <li>• company procedures and requirements for collecting information about customers' responses to displays</li> <li>• marketing basics</li> <li>• consumer behavior</li> <li>• market trends</li> <li>• information on relevant themes and plans executed in the past</li> <li>• information on relevant themes and plans by competition/industry</li> <li>• different ways of analyzing promotion data</li> <li>• promotional strategies</li> </ul>	

4	<p><b>Maintain visual merchandising elements in the store as per brand and store guidelines</b></p> <p><b>Theory Duration</b> (hh:mm) 30:00</p> <p><b>Practical Duration</b> (hh:mm) 30:00</p> <p><b>Corresponding NOS Code</b> RAS/N0404</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>• implement checks and balances to ensure up-keep of tools, displays, fixtures and props of existing themes</li> <li>• organize for new props in case of damaged/distressed props, displays, fixtures and tools</li> <li>• establish uniformity of displays across stores</li> <li>• collect and record accurate information on price changes</li> <li>• give accurate, up-to-date price information to the staff who need it</li> <li>• regularly check price marking and promptly sort out any pricing problems you spot</li> <li>• make sure that stock replenishment plans are up-to-date and realistic</li> <li>• deal with out-of-date or deteriorating stock in line with company policy and any relevant laws</li> <li>• involve staff in spotting potential improvements to the way stock is organised and presented</li> <li>• get permission from the right person, where necessary, to improve the way stock is organised and presented</li> <li>• make sure that you maintain customer goodwill and staff morale while stock is being reorganized</li> <li>• ensure compliance to all safety measures</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• elements of visual merchandising like props, fixtures etc.</li> <li>• brand norms with respect to visual merchandising elements</li> <li>• organizational norms with respect to visual merchandising elements</li> <li>• statutory norms with respect to visual merchandising elements</li> <li>• process of changing/modifying/updating visual merchandising elements</li> <li>• how to collect and record information about prices</li> <li>• how to check stock rotation and the quality of goods on display</li> <li>• what can happen to stock that is not stored correctly or renewed as needed</li> <li>• how to replenish and rotate stock and deal with sub-standard goods</li> <li>• how to check pricing and price marking, correct mistakes and change prices</li> <li>• why it is important to record price changes accurately</li> </ul>	<p>Products for display (mix of apparels, accessories, consumer durables, food/grocery products etc.); Product planogram; Shelves for Stacking Products; Gondolas, Tables; Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage; Softwares (Photoshop/Illustrator/2D/3D Design); Camera that provide good picture quality (Mobile Camera/Digital Camera); Laptop/Tab/Computer with built-in internet; Glass window for Window Display</p>
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Sr.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> <li>brand policies, statutory regulations</li> <li>how to maintain visual merchandising elements</li> <li>most commonly used processes to maintain tools, displays, fixtures and props of existing themes</li> </ul>	
5	<p><b>Update self on industry trends and best practices through continuous learning and innovation</b></p> <p><b>Theory Duration</b> (hh:mm) 25:00</p> <p><b>Practical Duration</b> (hh:mm) 25:00</p> <p><b>Corresponding NOS Code</b> RAS/N0405</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>collect information about business operations from relevant sources to evaluate the potential for improvement within one's area of responsibility</li> <li>monitor and analyse information sufficiently to reveal any actual or potential problems</li> <li>encourage staff and colleagues to identify potential improvements and to comment constructively on others' ideas</li> <li>assess potential improvements for their relevance, practicality, consistency with organisation policy and style and ease of implementation</li> <li>select ideas for suggestion and implementation which offer the greatest potential for maximising the benefits to the business and the client</li> <li>make recommendations for improvements to management in a form which is suitable for their use and supported by relevant information</li> <li>explain the benefits which improvements could bring and the resources needed to implement improvements</li> <li>communicate appropriately to the decision makers</li> <li>give decision makers adequate opportunities to ask questions and to seek clarification</li> <li>monitor and evaluate information about improvements and their purpose to find out whether they are effective</li> <li>confirm and clarify the content and time-scales of implementation with decision makers</li> <li>explain plans to relevant individuals in a manner which encourages understanding and effective implementation</li> <li>give appropriate support, encouragement, advice and orientation to individuals for as long as is necessary to achieve effective implementation</li> <li>seek advice and support as soon as possible when specific implementation problems come to light</li> </ul>	<p>Products for display (mix of apparels, accessories, consumer durables, food/grocery products etc.); Product planogram; Shelves for Stacking Products; Gondolas, Tables; Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage; Softwares (Photoshop/Illustrator/2D/3D Design); Camera that provide good picture quality (Mobile Camera/Digital Camera); Laptop/Tab/Computer with built-in internet; Glass window for Window Display</p>

		<ul style="list-style-type: none"> <li>• demonstrate, in your behaviour, commitment to achieving the benefits of the improvement throughout implementation</li> <li>• identify market trends and running offers from comparative brands</li> <li>• share data and relevant reports with concerned stakeholders</li> <li>• co-create promotions and offers as per business demand</li> <li>• study success stories and examples</li> <li>• identify running offers and their returns from wholesale and brand stores</li> <li>• share data with store managers and marketing supervisors</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• how to identify where and the reasons why standards are not being met</li> <li>• how to determine the action needed to correct problems and deviations from standards</li> <li>• how to identify how performance can be improved or enhanced against standards</li> <li>• how to select and use different approaches to generating improvement ideas from staff</li> <li>• the organization's quality standards and norms</li> <li>• organization systems, procedures and policies that are relevant to one's area of responsibility</li> <li>• how to determine and assess the benefits which improvements could bring against the resources which would need to be expended</li> <li>• how to develop proposals for improvements which relate to the organization's policy and standards</li> <li>• how to disseminate, present and communicate improvements and benefits/expenditure</li> <li>• the effect of his/her communication and behavior, whilst explaining improvements, that can have on staff's response to implementation plans</li> <li>• industry best practices</li> <li>• international benchmarks</li> <li>• comparative brands</li> <li>• running offers and their effectiveness within and outside the company</li> <li>• how to design effective promotions and offers</li> <li>• usage of relevant tools to present promotions in the most efficient manner</li> <li>• consumer behavior</li> <li>• market trends</li> <li>• marketing basics</li> </ul>	
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<p>6</p>	<p><b>Engage effectively with internal and external stakeholders to effectively implement visual merchandising plans</b></p> <p><b>Theory Duration</b> (hh:mm) 30:00</p> <p><b>Practical Duration</b> (hh:mm) 30:00</p> <p><b>Corresponding NOS Code</b> RAS/N0406</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>• identify external stakeholders and the nature of their interest in the activities and performance of the organisation</li> <li>• establish working relationships with relevant internal and external stakeholders</li> <li>• recognise and respect the roles, responsibilities, interests and concerns of stakeholders and particularly in situations of matrix management, their managers' requirements</li> <li>• create a climate of trust and mutual respect, particularly where one has no authority, or shared authority, over those he/she is working with</li> <li>• understand difficult situations and issues from stakeholders' perspectives and provide support, where necessary, to move things forward</li> <li>• provide stakeholders with appropriate information to enable them to perform effectively</li> <li>• consult stakeholders in relation to key decisions and activities and take account of their views, including their priorities, expectations and attitudes to potential risks</li> <li>• fulfil agreements made with stakeholders and let them know</li> <li>• advise stakeholders promptly of any difficulties or where it will be impossible to fulfil agreements</li> <li>• identify and resolve conflicts of interest and disagreements with stakeholders in ways that minimise damage to work and activities and to the stakeholders involved</li> <li>• monitor and review the effectiveness of working relationships with stakeholders in order to identify areas for improvement</li> <li>• seek and provide feedback in order to improve one's own and stakeholders' performance</li> <li>• monitor wider developments in order to identify issues of potential interest or concern to stakeholders in the future and to identify new stakeholders</li> <li>• enhance store team awareness about visual merchandising and its importance</li> <li>• collaborate with team to create design themes and plans and to ensure smooth and efficient implementation of events</li> <li>• collaborate with business, sales managers and retail managers to discuss sales strategies</li> </ul>	<p>Products for display (mix of apparels, accessories, consumer durables, food/grocery products etc.); Product planogram; Shelves for Stacking Products; Gondolas, Tables; Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage; Softwares (Photoshop/Illustrator/2D/3D Design); Camera that provide good picture quality (Mobile Camera/Digital Camera); Laptop/Tab/Computer with built-in internet; Glass window for Window Display</p>
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Sr.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> <li>• identify resources needed for implementation of visual merchandising guidelines/events/themes</li> <li>• identify vendor support required for store specific events</li> <li>• liaison with vendor to ensure availability of required resources in a timely manner</li> <li>• adhere to checklist for vendor payments</li> <li>• ensure vendor meets the terms and conditions of business</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• the benefits of developing productive working relationships with stakeholders</li> <li>• how to identify organization's stakeholders, including background information and the nature of their interest in the organization</li> <li>• principles of effective communication and how to apply them in order to communicate effectively with stakeholders</li> <li>• why it is important to recognize and respect the roles, responsibilities, interests and concerns of stakeholders</li> <li>• the importance of creating a climate of trust and mutual respect where one has no authority, or shared authority, over those he/she is working with</li> <li>• the importance of understanding difficult situations and issues from other perspectives and providing support, where necessary, to move things forward</li> <li>• how to identify and meet the information needs of stakeholders</li> <li>• how to consult with stakeholders in relation to key decisions and activities</li> <li>• how to identify conflicts of interest with stakeholders and the techniques that can be used to manage or remove them.</li> <li>• how to manage the expectations of stakeholders</li> <li>• how to monitor and review the effectiveness of working relationships with stakeholders</li> <li>• how to get and make effective use of feedback from stakeholders</li> <li>• current and emerging trends and developments in your industry or sector</li> <li>• sector-specific legislation, regulations, guidelines and codes of practice</li> <li>• mechanisms for consulting with stakeholders on key decisions and activities</li> <li>• the organization's planning and decision-making processes</li> </ul>	

Sr.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> <li>standards of behavior and performance that are expected in the organization</li> <li>mechanisms in place for monitoring and reviewing the effectiveness of working relationships with stakeholders</li> <li>vendor management</li> </ul>	
	<p><b>Total Duration</b></p> <p><b>Theory Duration</b> <b>175:00</b></p> <p><b>Practical Duration</b> <b>175:00</b></p>	<p><b>Unique Equipment Required:</b></p> <ul style="list-style-type: none"> <li>Products for display (mix of apparels, accessories, consumer durables, food/grocery products etc.)</li> <li>Product planogram</li> <li>Shelves for Stacking Products</li> <li>Gondolas, Tables</li> <li>Mannequins (Full/Half Bust)</li> <li>Danglers, Wobblers, Hangers, Fixtures, banners</li> <li>POS Display (LED Lightbox)</li> <li>Signage Board</li> <li>Offer /Policy Signage</li> <li>Softwares (Photoshop/Illustrator/2D/3D Design)</li> <li>Camera that provide good picture quality (Mobile Camera/Digital Camera)</li> <li>Laptop/Tab/Computer with built in internet</li> <li>Glass window for Window Display</li> </ul>	

**Grand Total Course Duration: 350 Hours 00 Minutes**

*(This syllabus/ curriculum has been approved by Retailers Association's Skill Council of India)*

## Trainer Prerequisites for Job role: “Visual Merchandiser” mapped to Qualification Pack: “RAS/Q0402 VERSION 2.0”

Sr. No.	Area	Details
1	<b>Job Description</b>	Individual in this position should be able to train and skill candidates as per Qualification Pack by using effective methodology for the target audience/candidates whilst ensuring consistently high pass percentage.
2	<b>Personal Attributes</b>	Individual in this position should exhibit below mentioned attributes: <ul style="list-style-type: none"> <li>• Should be subject knowledge / matter expert</li> <li>• Effective communication skills and proven integrity, as well as sincerity</li> <li>• Ability to conduct interactive training program and concentrate on details</li> <li>• High sense of thoughtfulness in a habitually active environment</li> <li>• Multi-talented and resourceful ability when handling different tasks</li> <li>• Highly skilled in promoting friendly atmosphere and efficient in managing learners</li> </ul>
3	<b>Minimum Educational Qualifications</b>	Retail Diploma/Graduate
4a	<b>Domain Certification</b>	Certified for Job Role: “ <u>Visual Merchandiser</u> ” mapped to QP “ <u>RAS/Q0402 VERSION 2.0</u> ”. Minimum accepted score of 80% or as per RASCI guidelines.
4b	<b>Platform Certification</b>	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q2601”. Minimum accepted score of 80% or as per RASCI guidelines.
5	<b>Experience</b>	<ul style="list-style-type: none"> <li>• 5 years of experience in Retail Store Operations or Sales including minimum 2 years of supervisory experience</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• 5 years of experience in Retail Store Operations or Sales including minimum 2 years of supervisory training experience (who has trained team leaders and above or has functioned as a master trainer)</li> </ul>

### Annexure: Assessment Criteria

<b>Assessment Criteria for Visual Merchandiser</b>	
<b>Job Role</b>	<b>Visual Merchandiser</b>
<b>Qualification Pack</b>	<b>RAS/Q0402 VERSION 2.0</b>
<b>Sector Skill Council</b>	<b>Retailers Association's Skill Council of India</b>

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by Retailers Association's Skill Council of India. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2	The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre
4	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on this criteria
5	To pass the Qualification Pack, every trainee should score a minimum marks as mentioned in respective QP
6	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

Assessment outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
1. RAS/N0401 (Enhance store visibility by implementing attractive visual displays to support store profitability)	PC1. identify industry and company trends with respect to products and marketing thereof	100	2	1	1
	PC2. identify target customer base, category-wise sales pattern, market trends		2	1	1
	PC3. identify elements such as available space, lighting, props and visual merchandising accessories in order to design relevant and effective plots and themes		2	1	1
	PC4. identify possible problems in putting layouts together and work out ways of sorting them out		2	1	1
	PC5. create displays that achieve the visual effect as required and are consistent with the company's visual design policy		2	1	1
	PC6. follow company procedures for using ladders, tools and equipment safely		2	1	1
	PC7. use the design brief to identify the focal points of the display		2	1	1
	PC8. identify seasonality and past sales patterns with respect to the merchandise category		2	1	1
	PC9. identify related categories across which merchandising themes and events can be planned		2	1	1

PC10. match customer needs to category advantages and benefits	2	1	1
PC11. identify opportunities for cross selling across related categories in order to design effective schemes	2	1	1
PC12. design and validate relevant offers and merchandising themes	2	1	1
PC13. implement relevant offers and merchandising themes	2	1	1
PC14. position merchandise, graphics and signs according to guidelines and in ways that attract the attention and interest of customers and give customers the information they need	2	1	1
PC15. implement and adhere to themes and plots in accordance with the above variables so as to maximize returns for the desired category in the store	2	1	1
PC16. choose shapes, colors and groupings that are suited to the purpose and style of the display	2	1	1
PC17. check that the finished display meets health and safety guidelines and legal requirements	2	1	1
PC18. list tasks and activities involved in the merchandising plan	2	1	1
PC19. create visual displays based on the requirements set by the marketing department	2	1	1
PC20. finalize designs and create detailed floor plans	2	1	1
PC21. assemble and dismantle displays if and when required	2	1	1
PC22. assess resources involved in executing the merchandising plan	2	1	1
PC23. ensure the availability of resources required to execute the merchandising plan	2	1	1
PC24. implement merchandising plan/theme	2	1	1
PC25. assess the merchandising plan and record observations related to the same	1	0.5	0.5
PC26. measure performance of merchandising plans/themes at the store	1	0.5	0.5
PC27. group merchandise appropriately for the purpose and style of display, the selling features of the merchandise and the visual effect needed under the design brief	2	1	1
PC28. keep abreast of information on faltering categories, slow moving categories and ageing products in store	1	0.5	0.5
PC29. create innovative merchandising themes and plots to improve performance of such categories for the specific store	2	1	1

	PC30. validate merchandising themes and plots with all concerned stakeholders		1	0.5	0.5
	PC31. implement the approved merchandising themes and plots		1	0.5	0.5
	PC32. evaluate performance of merchandising themes and plots post implementation		2	1	1
	PC33. accurately identify health, safety and security arrangements from plans, elevations and drawings		1	0.5	0.5
		<b>Total</b>	100	50	50
2. RAS/N0402 (Comply to store policies, merchandising norms and statutory regulations while executing themes and plots)	PC1. identify and adhere to store policies and budgets with respect to visual merchandising	<b>100</b>	9	4.5	4.5
	PC2. identify and adhere to statutory guidelines with respect to visual merchandising		9	4.5	4.5
	PC3. describe vendor guidelines with respect to visual merchandising		9	4.5	4.5
	PC4. describe category and brand norms with respect to visual merchandising		9	4.5	4.5
	PC5. check the suitability and availability of merchandise with the relevant decision-makers		8	4	4
	PC6. reach agreement with decision-makers concerning realistic arrangements and timescales for supply		8	4	4
	PC7. promptly make other arrangements to get hold of merchandise if it is not available within your timescales and cost limits		8	4	4
		<b>Total</b>	100	50	50
3. RAS/N0403 (Collect and analyze data to track the visual impact of promotions and events)	PC1. track visual impact of all promotions and events organized by the head office/brands/store	<b>100</b>	4	2	2
	PC2. identify parameters to be observed and recorded to assess impact of promotions and events		4	2	2
	PC3. compare current data trends with past data trends		4	2	2
	PC4. agree suitable standards for assessing the effect of displays and layouts		4	2	2
	PC5. draw inferences that are reasonable in terms of the purpose of the display and customers' responses to it		4	2	2
	PC6. identify improvements in the way visual merchandising is carried out at the store		4	2	2
	PC7. report findings and recommendations clearly to decision-makers		4	2	2
	PC8. assess information fairly when reviewing the effect of displays and layouts		4	2	2
	PC9. check that all the parts of the display are suitable for the purpose of the display and meet requirements		4	2	2

	PC10. check that the display meets requirements for easy access, safety and security		4	2	2
	PC11. identify safety and security risks to the display and choose suitable ways of reducing risks		3	1.5	1.5
	PC12. promptly make any adjustments within scope of authority that are needed to achieve the visual effect and to make the display safe and secure		4	2	2
	PC13. regularly check the display's visual effect from the customers view		3	1.5	1.5
	PC14. promptly report to the right person any problems and risks that are beyond the scope of responsibility		3	1.5	1.5
	PC15. gather enough information to allow you to make judgments about customers' responses to displays and layouts		3	1.5	1.5
	PC16. accurately interpret information about customers' responses		4	2	2
		<b>Total</b>	100	50	50
4. RAS/N0404 (Maintain visual merchandising elements in the store as per brand and store guidelines)	PC1. implement checks and balances to ensure up-keep of tools, displays, fixtures and props of existing themes	<b>100</b>	5	2.5	2.5
	PC2. organise for new props in case of damaged/ distressed props, displays, fixtures and tools		5	2.5	2.5
	PC3. establish the uniformity of displays across stores		5	2.5	2.5
	PC4. collect and record accurate information on price changes		5	2.5	2.5
	PC5. give accurate, up-to-date price information to the staff who need it		5	2.5	2.5
	PC6. regularly check price marking and promptly sort out any pricing problems you spot		5	2.5	2.5
	PC7. make sure that stock replenishment plans are up-to-date and realistic		5	2.5	2.5
	PC8. deal with out-of-date or deteriorating stock in line with company policy and any relevant laws		5	2.5	2.5
	PC9. involve staff in spotting potential improvements to the way stock is organised and presented		5	2.5	2.5
	PC10. get permission from the right person, where necessary, to improve the way stock is organised and presented		5	2.5	2.5
	PC11. make sure that you maintain customer goodwill and staff morale while stock is being reorganized		5	2.5	2.5
	PC12. ensure compliance to all safety measures		5	2.5	2.5
		<b>Total</b>	100	50	50

5. RAS/N0405 (Update self on industry trends and best practices through continuous learning and innovation)	PC1. collect information about business operations from relevant sources to evaluate the potential for improvement within your area of responsibility	100	3	1.5	1.5
	PC2. monitor and analyse information sufficiently to reveal any actual or potential problems		3	1.5	1.5
	PC3. encourage staff and colleagues to identify potential improvements and to comment constructively on others' ideas		2	1	1
	PC4. assess potential improvements for their relevance, practicality, consistency with organisation policy and style and ease of implementation		3	1.5	1.5
	PC5. select ideas for suggestion and implementation which offer the greatest potential for maximising the benefits to the business and the client		3	1.5	1.5
	PC6. make recommendations for improvements to management in a form which is suitable for their use and supported by relevant information		3	1.5	1.5
	PC7. explain the benefits which improvements could bring and the resources needed to implement improvements		2	1	1
	PC8. communicate appropriately to decision makers		2	1	1
	PC9. give decision makers adequate opportunities to ask questions and to seek clarification		2	1	1
	PC10. monitor and evaluate information about improvements and their purpose to find out whether they are effective		2	1	1
	PC11. confirm and clarify the content and time-scales of implementation with decision makers		2	1	1
	PC12. explain plans to relevant individuals in a manner which encourages understanding and effective implementation		2	1	1
	PC13. give appropriate support, encouragement, advice and orientation to individuals for as long as is necessary to achieve effective implementation		2	1	1
	PC14. seek advice and support as soon as possible when specific implementation problems come to light		2	1	1
	PC15. demonstrate, in your behaviour, commitment to achieving the benefits of the improvement throughout implementation		2	1	1
	PC16. identify market trends and running offers from comparative brands		3	1.5	1.5
	PC17. share data and relevant reports with concerned stakeholders		2	1	1
	PC18. co-create promotions and offers as per business demand		3	1.5	1.5
	PC19. study success stories and examples		2	1	1

	PC20. identify running offers and their returns from wholesale and brand stores		3	1.5	1.5
	PC21. share data with store managers and marketing supervisors		2	1	1
		<b>Total</b>	100	50	50
6. RAS/N0406 (Liaise effectively with internal and external stakeholders to effectively implement visual merchandising plans)	PC1. identify external stakeholders and the nature of their interest in the activities and performance of the organisation	<b>100</b>	3	1.5	1.5
	PC2. establish working relationships with relevant internal and external stakeholders		3	1.5	1.5
	PC3. recognise and respect the roles, responsibilities, interests and concerns of stakeholders and particularly in situations of matrix management, their managers' requirements		3	1.5	1.5
	PC4. create a climate of trust and mutual respect, particularly where one has no authority, or shared authority, over those he/she is working with		3	1.5	1.5
	PC5. understand difficult situations and issues from stakeholders' perspectives and provide support, where necessary, to move things forward		3	1.5	1.5
	PC6. provide stakeholders with appropriate information to enable them to perform effectively		3	1.5	1.5
	PC7. consult stakeholders in relation to key decisions and activities and take account of their views, including their priorities, expectations and attitudes to potential risks		3	1.5	1.5
	PC8. fulfil agreements made with stakeholders and let them know		3	1.5	1.5
	PC9. advise stakeholders promptly of any difficulties or where it will be impossible to fulfil agreements		3	1.5	1.5
	PC10. identify and resolve conflicts of interest and disagreements with stakeholders in ways that minimise damage to work and activities and to the stakeholders involved		3	1.5	1.5
	PC11. monitor and review the effectiveness of working relationships with stakeholders in order to identify areas for improvement		3	1.5	1.5
	PC12. seek and provide feedback in order to improve one's own and stakeholders' performance		3	1.5	1.5
	PC13. monitor wider developments in order to identify issues of potential interest or concern to stakeholders in the future and to identify new stakeholders		2	1	1
	PC14. enhance store team awareness about visual merchandising and its importance		2	1	1

	PC15. collaborate with team to create design themes and plans and to ensure smooth and efficient implementation of events		3	1.5	1.5
	PC16. collaborate with business, sales managers and retail managers to discuss sales strategies		3	1.5	1.5
	PC17. identify resources needed for implementation of visual merchandising guidelines/events/themes		3	1.5	1.5
	PC18. identify vendor support required for store specific events		2	1	1
	PC19. liaison with vendor to ensure availability of required resources in a timely manner		3	1.5	1.5
	PC20. adhere to checklist for vendor payments		3	1.5	1.5
	PC21. ensure vendor meets the terms and conditions of business		3	1.5	1.5
		<b>Total</b>	100	50	50