

Qualification Pack



Visual Merchandiser

QP Code: RAS/Q0402

Version: 2.0

NSQF Level: 5

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RAS/Q0402: Visual Merchandiser

Brief Job Description

Individual in this position is responsible for implementing visual merchandising concepts and elements as per guidelines laid down by the head office/store/various brands in the store. This person will also execute merchandising themes and plots as per business need.

Personal Attributes

The individual needs to be physically fit, innovative and aesthetically creative to be able to execute his/her role efficiently. He/she should demonstrate work organization, self-management, communication and interpersonal skills. He/she should be self-motivated and should be able to work in collaboration with multiple teams.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [RAS/N0401: Enhance store visibility by implementing attractive visual displays to support store profitability](#)
2. [RAS/N0402: Comply to store policies, merchandising norms and statutory regulations while executing themes and plots](#)
3. [RAS/N0403: Collect and analyze data to track the visual impact of promotions and events](#)
4. [RAS/N0404: Maintain visual merchandising elements in the store as per brand and store guidelines](#)
5. [RAS/N0405: Update self on industry trends and best practices through continuous learning and innovation](#)
6. [RAS/N0406: Liaise effectively with internal and external stakeholders to effectively implement visual merchandising plans](#)

Qualification Pack (QP) Parameters

Sector	Retail
Sub-Sector	Retail Operations
Occupation	Marketing
Country	India

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NSQF Level	5
Aligned to NCO/ISCO/ISIC Code	NCO-2015/1221
Minimum Educational Qualification & Experience	12th Class/I.T.I (Two years after Class 10) with 1 Year of experience in similar position /marketing / category management or in retail store operations
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	No licencing or statutory approvals required for the training
Minimum Job Entry Age	18 Years
Last Reviewed On	27/05/2021
Next Review Date	26/05/2024
Deactivation Date	26/05/2024
NSQC Approval Date	27/05/2021
Version	2.0
Reference code on NQR	2021/RET/RASCI/04286
NQR Version	1

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RAS/N0401: Enhance store visibility by implementing attractive visual displays to support store profitability

Description

This OS unit is about increasing the visual appeal of the store so as to entice and generate the interest of customers in product purchases.

Elements and Performance Criteria

Conform to visual merchandising guidelines - company norms, market trends and brand guidelines

To be competent, the user/individual on the job must be able to:

- PC1. identify company trends with respect to products and marketing thereof
- PC2. identify target customer base, category-wise sales pattern, market trends
- PC3. identify elements such as available space, lighting, props and visual merchandising accessories in order to design relevant and effective plots and themes
- PC4. identify possible problems in putting layouts together and work out ways of sorting them out
- PC5. create displays that achieve the visual effect as required and are consistent with the company's visual design policy
- PC6. follow company procedures for using ladders, tools and equipment safely
- PC7. use the design brief to identify the focal points of the display

Enhance cross category merchandising and increase add-on sales

To be competent, the user/individual on the job must be able to:

- PC8. identify seasonality and past sales patterns with respect to the merchandise category
- PC9. identify related categories across which merchandising themes and events can be planned
- PC10. match customer needs to category advantages and benefits
- PC11. identify opportunities for cross selling across related categories in order to design effective schemes
- PC12. design and validate relevant offers and merchandising themes
- PC13. implement relevant offers and merchandising themes
- 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
- 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
- PC16. choose shapes, colors and groupings that are suited to the purpose and style of the display
- PC17. check that the finished display meets health and safety guidelines and legal requirements

Map product offers to theme based visual merchandising plans

To be competent, the user/individual on the job must be able to:

- PC18. list tasks and activities involved in the merchandising plan
- PC19. create visual displays based on the requirements set by the marketing department
- PC20. finalize designs and create detailed floor plans
- PC21. assemble and dismantle displays, if and when required

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- PC22. assess resources involved in executing the merchandising plan
- PC23. ensure the availability of resources required to execute the merchandising plan
- PC24. implement merchandising plan/theme at the store
- PC25. assess the merchandising plan and record observations related to the same
- PC26. measure performance of merchandising plans/themes
- 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

Focus on sales improvement of specific product categories

To be competent, the user/individual on the job must be able to:

- PC28. keep abreast of information on faltering categories, slow moving categories and ageing products in store
- PC29. create innovative merchandising themes and plots to improve performance of such categories for the specific store
- PC30. validate merchandising themes and plots with all concerned stakeholders
- PC31. implement the approved merchandising themes and plots
- PC32. evaluate performance of merchandising themes and plots post implementation
- PC33. accurately identify health, safety and security arrangements from plans, elevations and drawings

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. relevant legislation, standards, policies, and procedures followed in the company
- KU2. relevant legislation, standards, policies, and procedures followed by brands
- KU3. various props used in merchandising themes and plots
- KU4. vendors and supplier details for procurement and their terms and conditions
- KU5. how to identify the health, safety and security arrangements needed for layouts
- KU6. what layout design is and its part in effective visual design practice
- KU7. the techniques of layout design, including drawing conventions and standards
- KU8. who can make decisions when you have problems with layouts
- KU9. how to work out what activities and resources you need to put layouts together
- KU10. how to create and use focal points within a display
- KU11. how to put together merchandising displays for use inside the store
- KU12. how to choose and combine dimension, shape, color, texture and lighting to create the visual effect you need from a display
- KU13. how to display different types of merchandise and props
- KU14. how to choose a suitable type of grouping merchandise
- KU15. how to use different types, directions and levels of light to create atmosphere
- KU16. how displays can achieve add-on sales and why this is important
- KU17. why is it expected to install creative displays and to be aware of trends
- KU18. different approaches to displaying merchandise and how to choose the best approach

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- KU19. how props, prototypes, dressing and fixtures create visual effects
- KU20. how to identify the selling features of merchandise to be used in displays
- KU21. the legal requirements which apply to pricing and ticketing
- KU22. why different kinds of merchandise need different approaches to display, and what these approaches are
- KU23. the dressing techniques to use for different types of merchandise
- KU24. business profitability parameters return of shelf space
- KU25. category merchandising norms
- KU26. consumer behavior
- KU27. schematic presentations of merchandising themes and plots
- KU28. effects of seasonality on different categories of products being sold
- KU29. factors affecting customers buying behavior for a particular category
- KU30. store sales data for various categories

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1. complete data sheets on events being organized
- GS2. generate accurate reports as required by concerned stake holders
- GS3. read and understand relevant documents received from the head office/industry /brand owners/store
- GS4. read and understand documents critical for stores performance
- GS5. read and interpret critical job-related reports
- GS6. explain merchandising themes and plots to store members and customers
- GS7. understand customers queries regarding the implemented scheme
- GS8. answer queries using appropriate communication skills
- GS9. accept and communicate feedback on the plans/schemes
- GS10. communicate with vendors as per requirements
- GS11. make decisions pertaining to the concerned area of work
- GS12. plan and organize all necessary tasks to ensure smooth implementation of merchandising themes and plots
- GS13. ensure thorough implementation so as to enhance customer experience
- GS14. remove all process glitches possible in the plan/scheme
- GS15. anticipate problems and act to avoid them where possible
- GS16. resolve problems related to sourcing and allocating of resources during implementation of merchandising plans
- GS17. identify immediate or temporary solutions to resolve delays
- GS18. identify customer buying behavior and plan merchandising schemes accordingly
- GS19. analyze data collected in reports to be able to plan future merchandising events
- GS20. apply, analyze, and evaluate the information gathered from observation, experience, reasoning or communication, as a guide to thought and action

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Conform to visual merchandising guidelines - company norms, market trends and brand guidelines</i>	11	11	-	-
PC1. identify company trends with respect to products and marketing thereof	1.5	1.5	-	-
PC2. identify target customer base, category-wise sales pattern, market trends	1.5	1.5	-	-
PC3. identify elements such as available space, lighting, props and visual merchandising accessories in order to design relevant and effective plots and themes	1.5	1.5	-	-
PC4. identify possible problems in putting layouts together and work out ways of sorting them out	2	2	-	-
PC5. create displays that achieve the visual effect as required and are consistent with the companys visual design policy	1.5	1.5	-	-
PC6. follow company procedures for using ladders, tools and equipment safely	1.5	1.5	-	-
PC7. use the design brief to identify the focal points of the display	1.5	1.5	-	-
<i>Enhance cross category merchandising and increase add-on sales</i>	15	15	-	-
PC8. identify seasonality and past sales patterns with respect to the merchandise category	1.5	1.5	-	-
PC9. identify related categories across which merchandising themes and events can be planned	1.5	1.5	-	-
PC10. match customer needs to category advantages and benefits	1.5	1.5	-	-
PC11. identify opportunities for cross selling across related categories in order to design effective schemes	1.5	1.5	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. design and validate relevant offers and merchandising themes	1.5	1.5	-	-
PC13. implement relevant offers and merchandising themes	1.5	1.5	-	-
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	1.5	1.5	-	-
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	1.5	1.5	-	-
PC16. choose shapes, colors and groupings that are suited to the purpose and style of the display	1.5	1.5	-	-
PC17. check that the finished display meets health and safety guidelines and legal requirements	1.5	1.5	-	-
<i>Map product offers to theme based visual merchandising plans</i>	15	15	-	-
PC18. list tasks and activities involved in the merchandising plan	1.5	1.5	-	-
PC19. create visual displays based on the requirements set by the marketing department	1.5	1.5	-	-
PC20. finalize designs and create detailed floor plans	1.5	1.5	-	-
PC21. assemble and dismantle displays, if and when required	1.5	1.5	-	-
PC22. assess resources involved in executing the merchandising plan	1.5	1.5	-	-
PC23. ensure the availability of resources required to execute the merchandising plan	1.5	1.5	-	-
PC24. implement merchandising plan/theme at the store	1.5	1.5	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC25. assess the merchandising plan and record observations related to the same	1.5	1.5	-	-
PC26. measure performance of merchandising plans/themes	1.5	1.5	-	-
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	1.5	1.5	-	-
<i>Focus on sales improvement of specific product categories</i>	9	9	-	-
PC28. keep abreast of information on faltering categories, slow moving categories and ageing products in store	1.5	1.5	-	-
PC29. create innovative merchandising themes and plots to improve performance of such categories for the specific store	1.5	1.5	-	-
PC30. validate merchandising themes and plots with all concerned stakeholders	1.5	1.5	-	-
PC31. implement the approved merchandising themes and plots	1.5	1.5	-	-
PC32. evaluate performance of merchandising themes and plots post implementation	1.5	1.5	-	-
PC33. accurately identify health, safety and security arrangements from plans, elevations and drawings	1.5	1.5	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0401
NOS Name	Enhance store visibility by implementing attractive visual displays to support store profitability
Sector	Retail
Sub-Sector	Retail
Occupation	Marketing
NSQF Level	5
Credits	NA
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

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RAS/N0402: Comply to store policies, merchandising norms and statutory regulations while executing themes and plots

Description

This OS unit is about complying to all merchandising and statutory guidelines as laid down by the various brands, by the store and by the industry.

Elements and Performance Criteria

Ensure compliance to all store policies, vendor guidelines and statutory regulations for specific merchandising themes & plots

To be competent, the user/individual on the job must be able to:

- PC1. identify and adhere to store policies and budgets with respect to visual merchandising
- PC2. identify and adhere to statutory guidelines with respect to visual merchandising
- PC3. describe vendor guidelines with respect to visual merchandising
- PC4. describe category and brand norms with respect to visual merchandising
- PC5. check the suitability and availability of merchandise with the relevant decision-makers
- PC6. reach agreement with decision-makers concerning realistic arrangements and timescales for supply of merchandising elements
- PC7. promptly make other arrangements to get hold of merchandise if it is not available within your timescales and cost limits

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. relevant legislation, standards, policies, and procedures followed by company and brand
- KU2. service request procedures, tools, and techniques
- KU3. how to compare selected merchandise with the display requirements
- KU4. how to check whether merchandise is available
- KU5. how to arrange for merchandise to be delivered
- KU6. the different purposes of displays and their use in visual merchandising
- KU7. different approaches to use for displaying different kinds of merchandise
- KU8. the decision-makers who you need to agree your choices of merchandise with
- KU9. the people who can supply the merchandise you need for display
- KU10. category merchandising norms
- KU11. brand policies, statutory regulations

Generic Skills (GS)

User/individual on the job needs to know how to:

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- GS1. complete data sheets on events being organized
- GS2. generate accurate reports as required by concerned stakeholders
- GS3. read and understand relevant documents received from the head office/industry /brand owners/store
- GS4. read and interpret notices and circulars related to guidelines and norms
- GS5. explain guidelines and directives to team members and customers
- GS6. complete tasks allocated by relevant stakeholders
- GS7. accept and communicate feedback on the plans/scheme
- GS8. communicate with vendors as per requirements
- GS9. make decisions pertaining to the concerned area of work
- GS10. plan and organize implementation of merchandising themes and plots
- GS11. ensure thorough implementation so as to enhance customer experience
- GS12. remove all process glitches possible in the plan/scheme
- GS13. anticipate problems and act to avoid them where possible
- GS14. resolve problems related to sourcing and allocating of resources during implementation of merchandising plans
- GS15. identify customer buying behavior and plan merchandising schemes for the specific product category
- GS16. analyze data collected in reports to be able to plan future merchandising events
- GS17. apply, analyze, and evaluate the information gathered from observation, experience, reasoning or communication, as a guide to thought and action

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Ensure compliance to all store policies, vendor guidelines and statutory regulations for specific merchandising themes & plots</i>	50	50	-	-
PC1. identify and adhere to store policies and budgets with respect to visual merchandising	8	8	-	-
PC2. identify and adhere to statutory guidelines with respect to visual merchandising	8	8	-	-
PC3. describe vendor guidelines with respect to visual merchandising	8	8	-	-
PC4. describe category and brand norms with respect to visual merchandising	8	8	-	-
PC5. check the suitability and availability of merchandise with the relevant decision-makers	6	6	-	-
PC6. reach agreement with decision-makers concerning realistic arrangements and timescales for supply of merchandising elements	6	6	-	-
PC7. promptly make other arrangements to get hold of merchandise if it is not available within your timescales and cost limits	6	6	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0402
NOS Name	Comply to store policies, merchandising norms and statutory regulations while executing themes and plots
Sector	Retail
Sub-Sector	Retail
Occupation	Marketing
NSQF Level	5
Credits	NA
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

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RAS/N0403: Collect and analyze data to track the visual impact of promotions and events

Description

This OS unit is about collecting , analyzing and reporting impact of promotions and events.

Elements and Performance Criteria

Conduct store audits to identify and report impact of promotions and events on stock status

To be competent, the user/individual on the job must be able to:

- PC1. track visual impact of all promotions and events organized by the head office/brands/store
- PC2. identify parameters to be observed and recorded to assess impact of promotions and events
- PC3. compare current data trends with past data trends
- PC4. agree suitable standards for assessing the effect of displays and layouts
- PC5. draw inferences that are reasonable in terms of the purpose of the display and customers responses to it
- PC6. identify improvements in the way visual merchandising is carried out at the store
- PC7. report findings and recommendations clearly to decision-makers
- PC8. assess information fairly when reviewing the effect of displays and layouts

Conduct audit of the display elements and assess their impact on the visual display

To be competent, the user/individual on the job must be able to:

- PC9. check that all the parts of the display are suitable for the purpose of the display and meet requirements
- PC10. check that the display meets requirements for easy access, safety and security
- PC11. identify safety and security risks to the display and choose suitable ways of reducing risks
- 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
- PC13. regularly check the displays visual effect from the customers view
- PC14. promptly report to the right person any problems and risks that are beyond the scope of responsibility
- PC15. gather enough information to allow you to make judgments about customers responses to displays and layouts
- PC16. accurately interpret information about customers responses

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. stock movement of different product categories in the store
- KU2. ageing stocks in various categories
- KU3. the companys visual design and merchandising policy

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- KU4. the meaning of validity and reliability in relation to interpreting information about customers responses to displays and layouts
- KU5. how to judge fairly the evidence of customers responses against the agreed standards for displays and layouts
- KU6. 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
- KU7. how to recognize improvements to be made to the way visual merchandising is carried out at the store
- KU8. how to present findings and recommendations clearly to decision-makers
- KU9. how to evaluate the visual effect of displays
- KU10. how light, color, texture, shape and dimension combine to achieve the visual effects needed for a display
- KU11. different approaches to using displays for different types of merchandise
- KU12. the dressing techniques for different types of merchandise
- KU13. how much authority one has to change displays
- KU14. company procedures and requirements for collecting information about customers responses to displays
- KU15. marketing basics
- KU16. consumer behavior
- KU17. market trends
- KU18. information on relevant themes and plans executed in the past
- KU19. information on relevant themes and plans by competition/industry
- KU20. different ways of analyzing promotion data
- KU21. promotional strategies

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1. document reports
- GS2. read collected promotion data
- GS3. explain the importance of collecting promotion/event data to the store team
- GS4. communicate the efficacy of the promotion/event to relevant stake holders
- GS5. convey feedback of promotion to organizers of the promotion/event
- GS6. makes appropriate decisions regarding the responsibilities of the job role
- GS7. plan and organize promotion/feedback data collected
- GS8. incorporate customer feedback in the data analysis
- GS9. think through the problem, evaluate the possible solution(s) and suggest an optimum /best possible solution(s)
- GS10. use the existing data to arrive at specific data points
- GS11. use the existing data points to generate required reports for business

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GS12. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Conduct store audits to identify and report impact of promotions and events on stock status</i>	25.2	25.2	-	-
PC1. track visual impact of all promotions and events organized by the head office/brands/store	3	3	-	-
PC2. identify parameters to be observed and recorded to assess impact of promotions and events	3.3	3.3	-	-
PC3. compare current data trends with past data trends	3.3	3.3	-	-
PC4. agree suitable standards for assessing the effect of displays and layouts	3.3	3.3	-	-
PC5. draw inferences that are reasonable in terms of the purpose of the display and customers responses to it	3.3	3.3	-	-
PC6. identify improvements in the way visual merchandising is carried out at the store	3	3	-	-
PC7. report findings and recommendations clearly to decision-makers	3	3	-	-
PC8. assess information fairly when reviewing the effect of displays and layouts	3	3	-	-
<i>Conduct audit of the display elements and assess their impact on the visual display</i>	24.8	24.8	-	-
PC9. check that all the parts of the display are suitable for the purpose of the display and meet requirements	3	3	-	-
PC10. check that the display meets requirements for easy access, safety and security	3	3	-	-
PC11. identify safety and security risks to the display and choose suitable ways of reducing risks	3	3	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
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	3	3	-	-
PC13. regularly check the displays visual effect from the customers view	3	3	-	-
PC14. promptly report to the right person any problems and risks that are beyond the scope of responsibility	3.3	3.3	-	-
PC15. gather enough information to allow you to make judgments about customers responses to displays and layouts	3.2	3.2	-	-
PC16. accurately interpret information about customers responses	3.3	3.3	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0403
NOS Name	Collect and analyze data to track the visual impact of promotions and events
Sector	Retail
Sub-Sector	Retail
Occupation	Marketing
NSQF Level	5
Credits	NA
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

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RAS/N0404: Maintain visual merchandising elements in the store as per brand and store guidelines

Description

This OS unit is about setting, maintaining store displays/fixtures and refreshing existing displays/fixtures according to brand and store guidelines.

Elements and Performance Criteria

Ensure maintenance and refreshing of existing displays, fixtures and other visual merchandising elements in line with company, store and brand guidelines

To be competent, the user/individual on the job must be able to:

- PC1. implement checks and balances to ensure up-keep of tools, displays, fixtures and props of existing themes
- PC2. organize for new props in case of damaged/ distressed props, displays, fixtures and tools
- PC3. establish uniformity of displays across stores
- PC4. collect and record accurate information on price changes
- PC5. give accurate, up-to-date price information to the staff who need it
- PC6. regularly check price marking and promptly sort out any pricing problems you spot
- PC7. make sure that stock replenishment plans are up-to-date and realistic
- PC8. deal with out-of-date or deteriorating stock in line with company policy and any relevant laws
- PC9. involve staff in spotting potential improvements to the way stock is organised and presented
- PC10. get permission from the right person, where necessary, to improve the way stock is organised and presented
- PC11. make sure that you maintain customer goodwill and staff morale while stock is being reorganized
- PC12. ensure compliance to all safety measures

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. elements of visual merchandising like props, fixtures etc.
- KU2. brand norms with respect to visual merchandising elements
- KU3. organizational norms with respect to visual merchandising elements
- KU4. statutory norms with respect to visual merchandising elements
- KU5. process of changing/modifying/updating visual merchandising elements
- KU6. how to collect and record information about prices
- KU7. how to check stock rotation and the quality of goods on display

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- KU8. what can happen to stock that is not stored correctly or renewed as needed
- KU9. how to replenish and rotate stock and deal with sub-standard goods
- KU10. how to check pricing and price marking, correct mistakes and change prices
- KU11. why it is important to record price changes accurately
- KU12. brand policies, statutory regulations
- KU13. how to maintain visual merchandising elements
- KU14. most commonly used processes to maintain tools, displays, fixtures and props of existing themes

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1. document checks and balances
- GS2. read about new processes/tools
- GS3. interpret instructional documents such as safety rules, operating and maintenance instructions, and procedure manuals
- GS4. discuss task lists, schedules, and work-loads with co-workers
- GS5. give clear instructions to store members
- GS6. make decisions pertaining to the concerned area of work
- GS7. plan and organize feedback files/documents
- GS8. manage relationships with customers who may be stressed, confused, or angry
- GS9. build customer relationships and use customer centric approach
- GS10. capture, identify and act quickly on changing in-store conditions compared to others brands
- GS11. accurately analyze and interpret the findings for key stakeholders to provide actionable solutions
- GS12. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Ensure maintenance and refreshing of existing displays, fixtures and other visual merchandising elements in line with company, store and brand guidelines</i>	50	50	-	-
PC1. implement checks and balances to ensure up-keep of tools, displays, fixtures and props of existing themes	4.1	4.1	-	-
PC2. organize for new props in case of damaged/ distressed props, displays, fixtures and tools	4.1	4.1	-	-
PC3. establish uniformity of displays across stores	4.1	4.1	-	-
PC4. collect and record accurate information on price changes	4.2	4.2	-	-
PC5. give accurate, up-to-date price information to the staff who need it	4.2	4.2	-	-
PC6. regularly check price marking and promptly sort out any pricing problems you spot	4.2	4.2	-	-
PC7. make sure that stock replenishment plans are up-to-date and realistic	4.2	4.2	-	-
PC8. deal with out-of-date or deteriorating stock in line with company policy and any relevant laws	4.2	4.2	-	-
PC9. involve staff in spotting potential improvements to the way stock is organised and presented	4.2	4.2	-	-
PC10. get permission from the right person, where necessary, to improve the way stock is organised and presented	4.2	4.2	-	-
PC11. make sure that you maintain customer goodwill and staff morale while stock is being reorganized	4.2	4.2	-	-
PC12. ensure compliance to all safety measures	4.1	4.1	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0404
NOS Name	Maintain visual merchandising elements in the store as per brand and store guidelines
Sector	Retail
Sub-Sector	Retail
Occupation	Marketing
NSQF Level	5
Credits	NA
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

Qualification Pack

RAS/N0405: Update self on industry trends and best practices through continuous learning and innovation

Description

This OS unit is about keeping abreast of industry trends and leveraging best practices.

Elements and Performance Criteria

Identify opportunities for resolving problems and improving business operations

To be competent, the user/individual on the job must be able to:

- PC1. collect information about business operations from relevant sources to evaluate the potential for improvement within ones area of responsibility
- PC2. monitor and analyse information sufficiently to reveal any actual or potential problems
- PC3. encourage staff and colleagues to identify potential improvements and to comment constructively on others ideas
- PC4. assess potential improvements for their relevance, practicality, consistency with organisation policy and style and ease of implementation
- PC5. select ideas for suggestion and implementation which offer the greatest potential for maximising the benefits to the business and the client

Recommend improvements to business operationsContribute to the implementation of improvements to business operationsRecommend improvements to business operationsContribute to the implementation of improvements to business operations

To be competent, the user/individual on the job must be able to:

- PC6. make recommendations for improvements to management in a form which is suitable for their use and supported by relevant information
- PC7. explain the benefits which improvements could bring and the resources needed to implement improvements
- PC8. communicate appropriately to the decision makers
- PC9. give decision makers adequate opportunities to ask questions and to seek clarification
- PC10. monitor and evaluate information about improvements and their purpose to find out whether they are effective
- PC11. confirm and clarify the content and time-scales of implementation with decision makers
- PC12. explain plans to relevant individuals in a manner which encourages understanding and effective implementation
- PC13. give appropriate support, encouragement, advice and orientation to individuals for as long as is necessary to achieve effective implementation
- PC14. seek advice and support as soon as possible when specific implementation problems come to light
- PC15. demonstrate, in your behaviour, commitment to achieving the benefits of the improvement throughout implementation

Qualification Pack

Conduct market visits to keep abreast of industry best practices and trends

To be competent, the user/individual on the job must be able to:

- PC16. identify market trends and running offers from comparative brands
- PC17. share data and relevant reports with concerned stakeholders
- PC18. co-create promotions and offers as per business demand
- PC19. study success stories and examples

Leverage & share experiences from wholesale and brand stores to ensure best practice sharing

To be competent, the user/individual on the job must be able to:

- PC20. identify running offers and their returns from wholesale and brand stores
- PC21. share data with store managers and marketing supervisors

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. how to identify where and the reasons why standards are not being met
- KU2. how to determine the action needed to correct problems and deviations from standards
- KU3. how to identify how performance can be improved or enhanced against standards
- KU4. how to select and use different approaches to generating improvement ideas from staff
- KU5. the organizations quality standards and norms
- KU6. organization systems, procedures and policies that are relevant to ones area of responsibility
- KU7. how to determine and assess the benefits which improvements could bring against the resources which would need to be expended
- KU8. how to develop proposals for improvements which relate to the organizations policy and standards
- KU9. how to disseminate, present and communicate improvements and benefits/expenditure
- KU10. the effect of his/her communication and behavior, whilst explaining improvements, that can have on staffs response to implementation plans
- KU11. industry best practices
- KU12. international benchmarks
- KU13. comparative brands
- KU14. running offers and their effectiveness within and outside the company
- KU15. how to design effective promotions and offers
- KU16. usage of relevant tools to present promotions in the most efficient manner
- KU17. consumer behavior
- KU18. market trends
- KU19. marketing basics

Generic Skills (GS)

User/individual on the job needs to know how to:

Qualification Pack

- GS1. document reports
- GS2. write memos and e-mail to customers, co-workers, and vendors
- GS3. read about new products and services with reference to the organization and also from external forums such as websites and blogs
- GS4. keep abreast with the latest knowledge by reading brochures, pamphlets, and product information sheets
- GS5. read comments, suggestions, and responses to Frequently Asked Questions (FAQs) posted on the helpdesk portal
- GS6. discuss task lists, schedules, and work-loads with co-workers
- GS7. question customers appropriately in order to understand the nature of the problem and make a diagnosis
- GS8. make decisions pertaining to the concerned area of work
- GS9. plan and organize service feedback files/documents
- GS10. organize and complete multiple projects simultaneously
- GS11. build customer relationships and use customer centric approach
- GS12. think through the problem, evaluate the possible solution(s) and suggest an optimum /best possible solution(s)
- GS13. identify immediate or temporary solutions to resolve delays
- GS14. use the existing data to arrive at specific data points
- GS15. use the existing data points to generate required reports for business
- GS16. strong visual aesthetic, ability to think and act creatively to implement appealing visual
- GS17. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Identify opportunities for resolving problems and improving business operations</i>	14	14	-	-
PC1. collect information about business operations from relevant sources to evaluate the potential for improvement within ones area of responsibility	3	3	-	-
PC2. monitor and analyse information sufficiently to reveal any actual or potential problems	3	3	-	-
PC3. encourage staff and colleagues to identify potential improvements and to comment constructively on others ideas	2	2	-	-
PC4. assess potential improvements for their relevance, practicality, consistency with organisation policy and style and ease of implementation	3	3	-	-
PC5. select ideas for suggestion and implementation which offer the greatest potential for maximising the benefits to the business and the client	3	3	-	-
<i>Recommend improvements to business operationsContribute to the implementation of improvements to business operationsRecommend improvements to business operationsContribute to the implementation of improvements to business operations</i>	21	21	-	-
PC6. make recommendations for improvements to management in a form which is suitable for their use and supported by relevant information	3	3	-	-
PC7. explain the benefits which improvements could bring and the resources needed to implement improvements	2	2	-	-
PC8. communicate appropriately to the decision makers	2	2	-	-
PC9. give decision makers adequate opportunities to ask questions and to seek clarification	2	2	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. monitor and evaluate information about improvements and their purpose to find out whether they are effective	2	2	-	-
PC11. confirm and clarify the content and time-scales of implementation with decision makers	2	2	-	-
PC12. explain plans to relevant individuals in a manner which encourages understanding and effective implementation	2	2	-	-
PC13. give appropriate support, encouragement, advice and orientation to individuals for as long as is necessary to achieve effective implementation	2	2	-	-
PC14. seek advice and support as soon as possible when specific implementation problems come to light	2	2	-	-
PC15. demonstrate, in your behaviour, commitment to achieving the benefits of the improvement throughout implementation	2	2	-	-
<i>Conduct market visits to keep abreast of industry best practices and trends</i>	10	10	-	-
PC16. identify market trends and running offers from comparative brands	3	3	-	-
PC17. share data and relevant reports with concerned stakeholders	2	2	-	-
PC18. co-create promotions and offers as per business demand	3	3	-	-
PC19. study success stories and examples	2	2	-	-
<i>Leverage & share experiences from wholesale and brand stores to ensure best practice sharing</i>	5	5	-	-
PC20. identify running offers and their returns from wholesale and brand stores	3	3	-	-
PC21. share data with store managers and marketing supervisors	2	2	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0405
NOS Name	Update self on industry trends and best practices through continuous learning and innovation
Sector	Retail
Sub-Sector	Retail
Occupation	Marketing
NSQF Level	5
Credits	NA
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

Qualification Pack

RAS/N0406: Liaise effectively with internal and external stakeholders to effectively implement visual merchandising plans

Description

This OS unit is about liaising and collaborating with various stakeholders to build and strengthen relations and carry out responsibilities as per business requirements in a smooth manner.

Scope

The scope covers the following :

- Establish working relationships with in-store staff, marketing teams and external stakeholders
- Build and improve vendor relationships as per business requirement

Elements and Performance Criteria

Establish working relationships with in-store staff, marketing teams and external stakeholders

To be competent, the user/individual on the job must be able to:

- PC1. identify external stakeholders and the nature of their interest in the activities and performance of the organisation
- PC2. establish working relationships with relevant internal and external stakeholders
- PC3. recognise and respect the roles, responsibilities, interests and concerns of stakeholders and particularly in situations of matrix management, their managers requirements
- 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
- PC5. understand difficult situations and issues from stakeholders perspectives and provide support, where necessary, to move things forward
- PC6. provide stakeholders with appropriate information to enable them to perform effectively
- 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
- PC8. fulfil agreements made with stakeholders and let them know
- PC9. advise stakeholders promptly of any difficulties or where it will be impossible to fulfil agreements
- 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
- PC11. monitor and review the effectiveness of working relationships with stakeholders in order to identify areas for improvement
- PC12. seek and provide feedback in order to improve ones own and stakeholders performance
- PC13. monitor wider developments in order to identify issues of potential interest or concern to stakeholders in the future and to identify new stakeholders
- PC14. enhance store team awareness about visual merchandising and its importance
- PC15. collaborate with team to create design themes and plans and to ensure smooth and efficient implementation of events

Qualification Pack

PC16. collaborate with business, sales managers and retail managers to discuss sales strategies

Build and improve vendor relationships as per business requirement

To be competent, the user/individual on the job must be able to:

PC17. identify resources needed for implementation of visual merchandising guidelines/events/themes

PC18. identify vendor support required for store specific events

PC19. liaison with vendor to ensure availability of required resources in a timely manner

PC20. adhere to checklist for vendor payments

PC21. ensure vendor meets the terms and conditions of business

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. the benefits of developing productive working relationships with stakeholders

KU2. how to identify organizations stakeholders, including background information and the nature of their interest in the organization

KU3. principles of effective communication and how to apply them in order to communicate effectively with stakeholders

KU4. why it is important to recognize and respect the roles, responsibilities, interests and concerns of stakeholders

KU5. 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

KU6. the importance of understanding difficult situations and issues from other perspectives and providing support, where necessary, to move things forward

KU7. how to identify and meet the information needs of stakeholders

KU8. how to consult with stakeholders in relation to key decisions and activities

KU9. how to identify conflicts of interest with stakeholders and the techniques that can be used to manage or remove them.

KU10. how to manage the expectations of stakeholders

KU11. how to monitor and review the effectiveness of working relationships with stakeholders

KU12. how to get and make effective use of feedback from stakeholders

KU13. current and emerging trends and developments in your industry or sector

KU14. sector-specific legislation, regulations, guidelines and codes of practice

KU15. mechanisms for consulting with stakeholders on key decisions and activities

KU16. the organizations planning and decision-making processes

KU17. standards of behavior and performance that are expected in the organization

KU18. mechanisms in place for monitoring and reviewing the effectiveness of working relationships with stakeholders

KU19. vendor management

Generic Skills (GS)

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User/individual on the job needs to know how to:

- GS1. write memos and e-mail to customers, co-workers, and vendors to provide them with work updates and to request appropriate information without English language errors regarding grammar or sentence construct
- GS2. read information accurately
- GS3. discuss task lists, schedules, and work-loads with co-workers
- GS4. use questioning and active listening to determine and respond to stakeholder queries
- GS5. make decisions pertaining to the concerned area of work
- GS6. plan, organize and deliver as per commitments made to respective stakeholders
- GS7. collaborate with internal stakeholders to address customer needs
- GS8. identify immediate or temporary solutions to resolve delays
- GS9. co-create long term solutions for identified problems
- GS10. interpret and infer data
- GS11. break down complex problems into single and manageable components within his/her area of work
- GS12. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Establish working relationships with in-store staff, marketing teams and external stakeholders</i>	39	39	-	-
PC1. identify external stakeholders and the nature of their interest in the activities and performance of the organisation	2.5	2.5	-	-
PC2. establish working relationships with relevant internal and external stakeholders	2.5	2.5	-	-
PC3. recognise and respect the roles, responsibilities, interests and concerns of stakeholders and particularly in situations of matrix management, their managers requirements	2.5	2.5	-	-
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	2.5	2.5	-	-
PC5. understand difficult situations and issues from stakeholders perspectives and provide support, where necessary, to move things forward	2.5	2.5	-	-
PC6. provide stakeholders with appropriate information to enable them to perform effectively	2.5	2.5	-	-
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	2.5	2.5	-	-
PC8. fulfil agreements made with stakeholders and let them know	2.5	2.5	-	-
PC9. advise stakeholders promptly of any difficulties or where it will be impossible to fulfil agreements	2.5	2.5	-	-
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	2.5	2.5	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. monitor and review the effectiveness of working relationships with stakeholders in order to identify areas for improvement	2.5	2.5	-	-
PC12. seek and provide feedback in order to improve ones own and stakeholders performance	2.5	2.5	-	-
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	2	-	-
PC14. enhance store team awareness about visual merchandising and its importance	2	2	-	-
PC15. collaborate with team to create design themes and plans and to ensure smooth and efficient implementation of events	2.5	2.5	-	-
PC16. collaborate with business, sales managers and retail managers to discuss sales strategies	2.5	2.5	-	-
<i>Build and improve vendor relationships as per business requirement</i>	11	11	-	-
PC17. identify resources needed for implementation of visual merchandising guidelines/events/themes	2	2	-	-
PC18. identify vendor support required for store specific events	2	2	-	-
PC19. liaison with vendor to ensure availability of required resources in a timely manner	2.5	2.5	-	-
PC20. adhere to checklist for vendor payments	2	2	-	-
PC21. ensure vendor meets the terms and conditions of business	2.5	2.5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0406
NOS Name	Liaise effectively with internal and external stakeholders to effectively implement visual merchandising plans
Sector	Retail
Sub-Sector	Retail
Occupation	Marketing
NSQF Level	5
Credits	TBD
Version	2.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ 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 Element/ PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.

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7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Minimum Aggregate Passing % at QP Level : 70

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0401.Enhance store visibility by implementing attractive visual displays to support store profitability	50	50	-	-	100	18
RAS/N0402.Comply to store policies, merchandising norms and statutory regulations while executing themes and plots	50	50	-	-	100	18
RAS/N0403.Collect and analyze data to track the visual impact of promotions and events	50	50	-	-	100	18
RAS/N0404.Maintain visual merchandising elements in the store as per brand and store guidelines	50	50	-	-	100	18
RAS/N0405.Update self on industry trends and best practices through continuous learning and innovation	50	50	-	-	100	10
RAS/N0406.Liaise effectively with internal and external stakeholders to effectively implement visual merchandising plans	50	50	-	-	100	18
Total	300	300	-	-	600	100

Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Qualification Pack

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

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Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.