



National Competency Standards for
“Textile & Apparel Merchandising”
(Junior Merchandiser)
Level-3



National Vocational and Technical Training Commission (NAVTTTC)
Government of Pakistan



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INTRODUCTION

Merchandising is the practice and process of displaying and selling products to customers. Whether digital or in-store, retailers use merchandising to influence customer intent and reach their sales goals.

Establishing the right merchandising strategy can depend on a variety of factors, such as sector, product qualities, available space, and whether the retailer is displaying in a physical or digital store. Additionally, there are various schools of thought on which types of merchandising are most effective in particular industries and departments.

In industry the role of merchandiser is vital they can work as product merchandiser, apparel merchandiser, visual merchandiser, retail merchandiser, digital merchandiser depending on the role assigned by industry.

To become more beneficial merchandiser must be vigilant and smart accordingly and for the purpose they need to work on the first impression, manipulating lights to highlight the product, knowing merchandising metrics and being responsive etc.

Keeping in view of the above the competency based National Vocational Qualifications have been developed by NAVTTTC to train the unskilled human resource on the technical and entrepreneurial skills to be employed / self-employed and inevitably set sustainable impact on their lives by increase in their livelihood income.

Training Course is based on competency standards which are defined by the industry and the traditional role of a trainer changes and shifts towards the facilitation of training. A trainer encourages and assists trainees to learn for themselves. Trainees are likely to work in groups (pairs) and all doing something different. Some are doing practical tasks in the workshop, some writing, some not even in the classroom or workshop but in another part of the building using specialist equipment, working on computers doing research on



the Internet or the library. As trainees learn at different pace they might well be at different stages in their learning, thus learning must be tailored to suit individual needs. The following facilitation methods (teaching strategies) are generally employer.

PURPOSE OF THE QUALIFICATION

The competency based NVQ has been developed to train the unskilled men and women of Pakistan on the technical and entrepreneurial skills to be employed / self-employed and inevitably set sustainable impact on their lives by increase in their livelihood income generation.

The purpose of these qualifications is to set professional standards for Textile Merchandiser, who will serve as key elements enhancing quality of Pakistan's Fashion and Textile industry. The specific objectives of developing these qualifications are as under:

- Improve the professional competence of Textile & Apparel Merchandising industry
- Capacitate the local community and trainers in modern CBT training, methodologies and processes as envisaged under NVQF
- Provide flexible pathways and progressions in the mining sector.
- Enable the trainees to perform their duties in efficient manner
- Establish a standardized and sustainable system of training in Textile Merchandising industry



DATE OF VALIDATION

This national vocational qualification (NVQ) has been validated by the Qualifications Development Committee (QDC) in 06th to 10th December, 2021 and will remain in currency until January 2023/2024.

*Shall be reviewed after 3 years

CODE OF QUALIFICATION

Qualification Title	Code
National Vocational Certificate Level 3, in (Textile Merchandiser) “Junior Merchandiser”	0414TAM06

ENTRY REQUIREMENTS

- For National Vocational Certificate Level-3 in Textile Merchandising, the entry requirement is award of National Vocational Certificate Level-2 in Textile Merchandising.



DEVELOPMENT COMMITTEE

The following members participated in the qualification development of these qualifications:

Sr. No.	Name	Designation	Organization
1.	Mr. Sikandar Masood	CO-Coordinator	NAVTTTC, Islamabad
2.	Ms. Mehwish Aisha	DACUM Facilitator	CBT Expert/Certified Assessor
3.	Engr. Aroobah Saeed Rana	Assistant Manager	PVTC Head Office
4.	Ms. Ammara Maqbool	Principal	GTTC Kahota TEVTA Punjab
5.	Ms. Hurmat Zahra	Communication & Coordinator Manager	STEP Institute of Art, Design & Management
6.	Ms. Anum Ejaz	Textile Designer /Assessor	Resham Ghar/British Council
7.	Mr. Azam Kashmiri	Brand Development Director	Global Solutions & Advisory
8.	Ms. Rabia Sadaf	G.M Internal Trade Wing	Humble Textile
9.	Ms. Faisal Manzoor	Manager Operations	Cross Weave
10.	Ms. Saima Asghar	Designer/Freelance Consultant	CBT Expert/Certified Assessor
11.	Ms. Bushra Asghar	Master Trainer and Assessor (CBT)/Senior Instructor	TEVTA Punjab



QUALIFICATIONS REVIEW AND VALIDATION COMMITTEE

The following members participated in the qualification development of these qualifications:

Sr. No.	Name	Designation	Organization
1.	Mr. Shahzad Ahmad	Director	VT, NAVTTTC HQ, Islamabad
2.	Ms. Mehwish Aisha	DACUM Facilitator	CBT Expert/Certified Assessor
3.	Engr. Aroobah Saeed Rana	Assistant Manager	PVTC Head Office
4.	Ms. Rabia Sadaf	G.M Internal Trade Wing	Humble Textile
5.	Ms. Saima Asghar	Designer/Freelance Consultant	CBT Expert/Certified Assessor
6.	Ms. Anum Ejaz	Textile Designer /Assessor	Resham Ghar/British Council
7.	Mr. Azam Kashmiri	Brand Development Director	Global Solutions & Advisory
8.	Ms. Bushra Asghar	Master Trainer and Assessor (CBT)/Senior Instructor	TEVTA Punjab
9.	Ms. Samreen Yaqoob	Senior Fashion & Textile Designer	Sefam private limited (kayseria)
10.	Ms. Sabeen Shamim	Instructor	GPI(W), Latifabad, Hyderabad
11.	Ms. Warda Afzal	Instructor	GCT(W), Lytton Road, Lahore
12.	Ms. Salma Khan	Instructor	GSDC, Balakot, KPK
13.	Ms. Abida Parveen	Quality Checker,	Kalash Industry, Faisalabad
14.	Mr. Wahid Mustafa	Marketing Merchandiser	Kohinoor Mill Rawalpindi
15.	Mr. Syed Mansoor Ahmed	NVQF Registry Incharge,	SBTE Karachi, Sindh
16.	Mr. Naazir Khan Niazi	Chairman	PBTE Lahore



17.	Ms. Sana Guldad	Instructor	KPK TEVTA, Balakot
18.	Ms. Sadiq Orakzai	Director Academics	KPK TEVTA
19.	Engr. Liaqat Ali Jamroo	Director	STEVTA Karachi



SUMMARY OF COMPETENCY STANDARDS

“Junior Merchandiser” (6 Months)								
Code	Competency Standards	Level	Theory		Practical		Total	
			C	Hr.	C	Hr.	C	Hr.
1.	Identify and implement Workplace Policies and Procedures	3	1	10	1	10	2	20
2.	Apply work health and safety practices (WHS)	3	2	20	1	10	3	30
3.	Communicate at workplace	3	2	20	1	10	3	30
4.	Perform Basic Computer Application Skills	3	2	20	3	30	5	50
5.	Identify vendor	3	3	30	9	90	12	120
6.	Perform Product Costing	3	3	30	9	90	12	120
7.	Perform Store Merchandising	3	2	20	8	80	10	100
8.	Manage Visual Merchandising	3	3	30	10	100	13	130
Total			18	180	42	420	60	600



Competency Standard A: Identify and Implement Workplace policies and Procedures - 041700840

Overview: This unit describes the skills and knowledge required to develop and implement a workplace policy & procedures and to modify the policy to suit changed circumstances. It applies to individuals with managerial responsibilities who undertake work developing approaches to create, monitor and improve strategies and policies within workplaces and engage with a range of relevant stakeholders and specialists.

Competency Units	Performance Criteria
CU1. Identify workplace policy & procedures	<p>You must be able to:</p> <p>P1. Identify the workplace policy & procedures</p> <p>P2. Apply appropriate strategies that can be used to measure whether your workplace health and safety obligations are being met.</p> <p>P3. Assure the policies are realistic, resources and personnel to implement</p> <p>P4. Implement the policy & procedures that reflects the organizations commitments</p> <p>P5. Ensure the appropriate methods of implementation, outcomes and performance indicators</p>
CU2. Implement workplace policy & procedures	<p>You must be able to:</p> <p>P1. Apply and assign responsibility for recording systems to track continuous improvements in policy & procedures</p> <p>P2. Implement strategies for continuous improvement in effective and efficient information</p>
CU3. Communicate workplace policy & procedures	<p>You must be able to:</p> <p>P1. Communicate procedures to help implement workplace policy</p>



	P2. Inform those involved in implementing the policy about expected outcomes, activities to be undertaken and assigned responsibilities
CU4. Review the implementation of workplace policy & procedures	<p>You must be able to</p> <p>P1. Identify the trends that may require remedial actions</p> <p>P2. Record the trends that may require remedial actions.</p> <p>P3. Ensure policy and procedures as required are made for continuous improvement of performance</p>

Knowledge & Understanding:

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- K1.** Legislation, regulations and codes of practice applicable to the organization
- K2.** internal and external sources of information and organizational policy & procedures
- K3.** Typical barriers to implementing policies and procedures in an organization.
- K4.**

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- 1.** Identify evidences of the ability to implement work place policy and procedures. Briefly identify work place procedures to avoid incident.



Competency Standard B: Apply Work Health and Safety Practices (WHS) - 102200846

Overview: This unit describes the skills to work with safety and participate in hazard assessment activities, follow emergency procedures and participate in OHS practices in process.

Competency Units	Performance Criteria
CU1. Implement safe work practices at work place	<p>You must be able to</p> <p>P1. Implement relevant rules and procedures of WHS at work place.</p> <p>P2. Comply with duty of care requirements</p> <p>P3. Use personal protective equipment according to safe work practices</p> <p>P4. Contribute to WHS consultative activities</p> <p>P5. Raise WHS issues with relevant personnel</p>
CU2. Participate in hazard assessment activities a work place	<p>You must be able to</p> <p>P1. Identify hazards or WHS issues in the workplace to relevant personnel</p> <p>P2. Assess and control risks according to own level of responsibility, in line with workplace procedures</p> <p>P3. Report hazards or WHS issues in the workplace to relevant personnel</p> <p>P4. Document risk control actions as required</p>
CU3. Follow emergency procedures at workplace	<p>You must be able to</p> <p>P1. Report emergencies or incidents promptly to relevant personnel</p> <p>P2. Deal with emergencies in line with own level of responsibility</p> <p>P3. Implement evacuation procedures as required</p>



CU4. Participate in OHS consultative processes	<i>You must be able to</i> P1. Contribute to workplace meetings, inspections or other consultative activities P2. Raise OHS (Occupational Health and Safety) issues with designated persons in accordance with organizational procedures P3. Take actions to eliminate workplace hazards or to reduce risks
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Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- K1.** Outline the WHS rights and responsibilities that apply to own role
- K2.** Explain the term duty of care
- K3.** Describe typical health and safety roles in the workplace
- K4.** List and describe common safety signs and symbols
- K5.** Explain procedures for reporting hazards, risks, incidents and accidents
- K6.** Identify and describe common hazards and major causes of accidents relevant to the workplace
- K7.** Explain what the term risk control means
- K8.** List and describe potential emergency situations and how to respond to them

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

1. Demonstrate evidences of the Health and safety Processes to avoid any incident.



Competency Standard C: Communicate at Workplace - 001100852

Overview: This unit describes the performance outcomes, skills and knowledge required to develop communication skills in the workplace. It covers gathering, conveying and receiving information, along with completing assigned written information under direct supervision.

Competency Units	Performance Criteria
CU1. Communicate within the organization	You must be able to P1. Communicate within a department P2. Communicate with other departments. P3. Use various media to communicate effectively P4. Communicate orally and written
CU2. Communicate outside the organization	You must be able to P1. Deal with vendors P2. Deal with clients/customers P3. Interact with other organisations P4. Use various media to communicate effectively P5. Work with people of different cultures / backgrounds
CU3. Communicate effectively in work group	You must be able to P1. Assess the issues to provide relevant suggestion to group members P2. Resolve the issues/ problems /conflicts within the group P3. Arrange group working sessions to increase the level of participation in the group processes P4. Communicate messages to group members clearly to ensure interpretation is valid P5. Communicate style /manner to reflect professional standards/ awareness of appropriate cultural practices P6. Act upon constructive feedback
CU4. Communicate in writing	You must be able to P1. Identify relevant procedures for written information



	<p>P2. Use strategies to ensure correct communication in writing .i.e.</p> <ul style="list-style-type: none">• correct composition• clarity• comprehensiveness• accuracy• appropriateness <p>P3. Draft assigned written information for approval, ensuring it is written within designated timeframes</p> <p>P4. Ensure written information meets required standards of style, format and detail</p> <p>P5. Seek assistance / feedback to aid communication skills development</p>
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Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- K1.** Importance of intra and inter organizational communication
- K2.** Basics of business communication
- K3.** Defining Modes of communication
- K4.** Effective communication in work group
- K5.** Communicating through writing
- K6.** The importance of teamwork

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- 1.** In your current position, what types of written communication do you use most often?
(List them all).



Competency Standard D: Perform Basic Computer Operations - 0212FID12A

Overview: This competency standard will provide skills and knowledge related to basic computer hardware, software, applications and troubleshooting. You will be able to demonstrate your skills in operating a computer system and software such as MS Word, MS PowerPoint, MS Excel as well as installation and troubleshooting of operating system and software. Your underpinning knowledge will be sufficient to provide you the basis for your work.

Competency Units	Performance Criteria
CU1. Configure Computer System	<p><i>You must be able to:</i></p> <p>P1. Connect computer components and peripherals as per requirement.</p> <p>P2. Install Drivers and applications according to the software specification.</p> <p>P3. Troubleshoot Applications to trace and fix faults in a specific application to bring it in a running condition.</p> <p>P4. Follow health, safety and security procedures to ensure safe working environment.</p>
CU2. Create a Document using MS Word	<p><i>You must be able to:</i></p> <p>P1. Compose a document as per the requirement.</p> <p>P2. Format Word Document according to given requirements.</p> <p>P3. Print Word Documents according to requirements.</p>
CU3. Prepare a Worksheet using MS Excel	<p><i>You must be able to:</i></p> <p>P1. Develop a worksheet as per given data.</p> <p>P2. Format the worksheet according to given criteria.</p> <p>P3. Apply Formulas according to the requirement.</p> <p>P4. Generate Charts/Graphs according to the given data.</p>
CU4. Prepare a	<p><i>You must be able to:</i></p>



<p>presentation using MS PowerPoint</p>	<p>P1. Insert Slides with different Layouts according to requirements of presentation.</p> <p>P2. Insert text, tables, images, etc. according to the requirement.</p> <p>P3. Apply a set of effects to animate the slide according to requirement.</p> <p>P4. Apply Slide Transitions on Slides according to requirement.</p> <p>P5. Apply Sound Effects on Objects/text/images according to requirement.</p> <p>P6. Present a presentation according to 7Cs of communication.</p>
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Knowledge & Understanding

The student must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards. This includes the knowledge of:

- K1.** Operating systems
- K2.** Hardware and Software
- K3.** Troubleshooting
- K4.** Internet and E-mailing
- K5.** Hyperlink and referencing
- K6.** Printing
- K7.** Formulas
- K8.** Short Keys
- K9.** WPM (Word Per Minute)
- K10.** 7 Cs of communication

Critical Evidence(s) Required

The candidate needs to produce any or all of the following documents/evidences:

- 1. Portfolio
- 2. Assignment(s)/Project(s)
- 3. Relevant Certification(s)
- 4. Relevant Job/Experience Letter



Furthermore, the candidate must execute demonstration(s) which may include the following:

- 1.** Install MS Office Application correctly
- 2.** Prepare a formatted document using MS Word
- 3.** Enter data into the respective columns and rows as per given instructions
- 4.** Set page layouts and margins
- 5.** Apply any slide transition on entire presentation.



Competency Standard E: Identify Vendor - 0414TAM06A

Overview: This competency standard deal with learning the competencies needed to identify vendor. That includes Establish Merchandising Requirements, Selection of Vendor as per requirement and criteria. Your underpinning knowledge will be sufficient to provide you the basis for your work.

Competency Units	Performance Criteria
CU1. Determine Merchandising Requirements	<p>You must be able to:</p> <p>P1. Prepare a list of all relevant Raw Materials</p> <p>P2. Calculate the required quantities</p> <p>P3. Establish target prices for Raw Material</p> <p>P4. Calculate economic order quantity</p>
CU2. Select Vendor as per requirement and criteria	<p>You must be able to:</p> <p>P1. Prepare a contact list of vendors to establish communication.</p> <p>P2. Identify key elements of vendor as per requirement (product quality, production capacity, market reput, reliability, financial stability, etc.)</p> <p>P3. Prepare vendor evaluation form (production capacity, financial stability, quality, on time delivery, product cost, etc.)</p>

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. Therefore he/she must be able to:

- K1.** Describe Quality control system
- K2.** Analyse Trade information
- K3.** Determine Production capacity
- K4.** Calculation of required quantities (GSM, Meter/yards)



K5. Identify Key elements of vendor (product quality, production capacity, market repute, reliability, financial stability, etc.)

Critical Evidence(s) Required

The candidate needs to produce any or all of the following documents/evidences:

1. Portfolio
2. Assignment(s)/Project(s)
3. Relevant Certification(s)
4. Relevant Job/Experience Letter

Furthermore, the candidate must execute demonstration(s) which may include the following:

- 1 Prepare a list of all relevant Raw Materials
- 2 Prepare vendor evaluation form (production capacity, financial stability, quality, on time delivery, product cost, etc.)



Competency Standard F: Perform Product Costing - 0414TAM06B

Overview: This competency standard deal with learning the competencies needed to perform product costing. That includes Calculate direct Costs, Calculate indirect Costs, and Calculate Offered price. Your underpinning knowledge will be sufficient to provide you the basis for your work.

Competency Units	Performance Criteria
CU1. Calculate Costs (direct/Indirect)	<p><i>You must be able to:</i></p> <p>P1. Calculate Direct Cost</p> <ul style="list-style-type: none"> ➤ Calculate material consumption <ul style="list-style-type: none"> • Fabric consumption • Yarn consumption • Accessories consumption • Packaging consumption ➤ Calculate process cost <ul style="list-style-type: none"> • Finishing cost (Dying, printing, washing, etc.) • Production cost (Stitching, cutting, embroidery, etc.) • Packaging cost ➤ Calculate dispatch cost (EX Factory, FOB, CNF, CIF, etc.) <p>P2. Calculate indirect Costs</p> <ul style="list-style-type: none"> ➤ Calculate Overhead cost
CU2. Calculate Offered price	<p><i>You must be able to:</i></p> <p>P1. Calculate the Break- even price</p> <p>P2. Calculate the cost of product</p> <p>P3. Calculate price margins/profit margin</p> <p>P4. Calculate and add commissions</p> <p>P5. Quote the final price</p>



CU3. Negotiate product price	<i>You must be able to:</i> P1. Identify price gap P2. Identify possible cost improvements P3. Re-calculate the final price after negotiation
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Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. Therefore he/she must be able to:

- K1.** Explain Tech-packs
- K2.** Identify Raw materials
- K3.** Describe Manufacturing processes
- K4.** Understand the principles of Calculation (Conversion units, Percentages (forward/reverse) etc.)
- K5.** Describe Payment and Shipment terms (DA, FOB, CNF, etc.)
- K6.** Define different types of cost

Critical Evidence(s) Required

The candidate needs to produce any or all of the following documents/evidences:

- 1. Portfolio
- 2. Assignment(s)/Project(s)
- 3. Relevant Certification(s)
- 4. Relevant Job/Experience Letter

Furthermore, the candidate must execute demonstration(s) which may include the following:

- 1. Prepare cost sheet format
- 2. Calculate product costing
- 3. Calculate Raw material consumption
- 4. Calculate the shipment plan
- 5. Re-calculate the final price after negotiation



Competency Standard G: Perform Store Merchandising - 0414TAM06C

Overview: This competency standard deal with learning the competencies needed to perform store merchandising. That includes Plan Merchandising Strategies, Implement product layout plan. Your underpinning knowledge will be sufficient to provide you the basis for your work.

Competency Units	Performance Criteria
CU1. Develop Store Merchandising Strategies	<p>You must be able to:</p> <p>P1. Plan Display patterns:</p> <ul style="list-style-type: none"> Category wise Season wise Promotion wise (product and communication display) Market demand Stakeholder investment Product life wise display <p>P2. Perform inventory planning:</p> <ul style="list-style-type: none"> On floor display Inventory planning and execution Back store inventory reports and management Pre-order level Product expiry management
CU2. Implement product layout plan	<p>You must be able to:</p> <p>P1. Execute store layout (AutoCAD and manual and techniques</p> <ul style="list-style-type: none"> Belt to eye level Vertical merchandising Departmental segregations Horizontal Merchandising <p>P2. Ensure product maintenance checklist according to set</p>



	<p>standards</p> <ul style="list-style-type: none">○ Cleaning standards○ STI's (Sustainable Retail Display)/fixtures placements○ Lightening standards <p>P3. Execute Ambiance planning and Cross Merchandising Patterns includes:</p> <ul style="list-style-type: none">○ Category wise○ Season wise○ Promotion wise
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Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. Therefore he/she must be able to:

- K1.** Interpret AutoCAD plans (AutoCAD and manual)
- K2.** Understand Basic computer operations
- K3.** Define different Product types
- K4.** Define Marketing strategies
- K5.** Explain lightening standards
- K6.** Define cleaning standards

Critical Evidence(s) Required

The candidate needs to produce any or all of the following documents/evidences:

1. Portfolio
2. Assignment(s)/Project(s)
3. Relevant Certification(s)
4. Relevant Job/Experience Letter

Furthermore, the candidate must execute demonstration(s) which may include the following:

1. Label at least 5 Floor Plans



2. Plan any 5 Display patterns

- Category wise
- Season wise
- Promotion wise (product and communication display)
- Market demand
- Stakeholder investment
- Product life wise display

3. Plan any 3 store layouts and techniques

- Belt to eye level
- Vertical merchandising
- Departmental segregations
- Horizontal Merchandising



Competency Standard H: Manage Visual Merchandising - 0414TAM06D

Overview: This competency standard deal with learning the competencies needed to manage visual merchandising. That includes Perform Colour Theory, Implement In store Visual Merchandising Toolkits, Execute floor plans and store fixtures according to given checklist, Interpret VM Documents. It will also allow you to learn colour theory in detail. Your underpinning knowledge will be sufficient to provide you the basis for your work.

Competency Units	Performance Criteria
CU1. Apply Colour Theory	<p>You must be able to:</p> <p>P1. Identify the importance of colour in drawing</p> <p>P2. Identify colours according to colour wheel</p> <ul style="list-style-type: none"> ○ Primary Colours ○ Secondary Colours ○ Tertiary Colours ○ Complementary Colours ○ Split Complementary Colours ○ Triadic Colours ○ Tetradic Colours ○ Analogous Colours ○ Neutral Colours ○ Monochromatic Colours ○ Tints and shades ○ Warm Colours ○ Cool Colours <p>P3. Develop Colour Schemes/Combinations according to colour wheel</p> <p>P4. Develop Designs from different colour terms according to colour wheel</p>



	P5. Develop Designs from contrasting colours according to colour wheel
CU2. Interpret VM Documents	<p>You must be able to:</p> <p>P1. Interpret given documents according to the requirement:</p> <ul style="list-style-type: none"> ○ VM Toolkit/Manual ○ Store checklist ○ Fixtures checklist ○ Floor Plans
CU3. Use In-store Visual Merchandising Toolkits	<p>You must be able to:</p> <p>P1. Perform display management including:</p> <ul style="list-style-type: none"> ○ Colour wise ○ Price wise ○ Category wise ○ Size wise <p>P2. Apply display techniques including:</p> <ul style="list-style-type: none"> ○ Pyramid display ○ Inverted Pyramid display ○ Asymmetrical display ○ Symmetrical display
CU4. Manage Window Display	<p>You must be able to:</p> <p>P1. Arrange light setting</p> <p>P2. Perform Mannequin Handling</p> <p>P3. Execute Prop placement plan</p> <p>P4. Execute Product Placement Guidelines</p>
CU5. Execute floor plans and store fixtures according to given checklist	<p>You must be able to:</p> <p>P1. Arrange Floor Plans according to instructions</p> <p>P2. Manage Fixtures</p> <p>P3. Display Marketing and Promotional Material</p>

Knowledge & Understanding:

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. Therefore he/she must be able to:



- K1. Define Cleaning standards
- K2. Explain Prop placement standards
- K3. Explain Colour Theory
- K4. Describe VM Guideline Book/SOPs
- K5. Interpret Floor plans
- K6. Describe Cross Merchandising
- K7. Define different Product types
- K8. Explain Merchandising Tool kit
- K9. Identify marketing strategies

Critical Evidence(s) Required

The candidate needs to produce any or all of the following documents/evidences:

1. Portfolio
2. Assignment(s)/Project(s)
3. Relevant Certification(s)
4. Relevant Job/Experience Letter

Furthermore, the candidate must execute demonstration(s) which may include the following:

1. Prepare colour wheel
2. Label at least 5 Floor Plans
3. Perform window display



COMPLETE LIST OF TOOLS AND EQUIPMENT

SR#	Tools & Equipment	Quantity
1.	Computer Systems	25
2.	Scanner	1
3.	Printer	1
4.	Panton Book	1
5.	Pick Glass/Magnifying Glass	25
6.	Textile/Fabric Light Box	1
7.	Scissors	25
8.	GSM Cutter	5
9.	Measuring Tape	25
10.	Barcode Scanner	1
11.	Spec Sheet	25