

Appendix L

MARKETING YOUTH APPRENTICESHIP PROGRAM

MERCHANDISING UNIT 5

Unit 5: Merchandising Unit

Competency

1. Employ product-mix strategies to meet customer expectations

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Reviews examples of product bundling
- Identifies components of the product mix
- Greets customers and ascertains what each customer wants or needs
- Identifies product to fill customer need
- Determines services to provide customers
- Answers questions regarding the store and its merchandise
- Analyzes product needs and opportunities

Learning Objectives

- Define product width and depth
- Analyze the products and services at a local business
- Determine a product or service that could be sold at school
- Develop alternative uses for products or services
- Explain the concept of product mix
- Describe the nature of product bundling
- Explain the nature of product extension in services marketing

Comments:

Unit 5: Merchandising Unit

Competency

2. Plan product/service management activities to facilitate product development

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Assists with planning/managing product/brand lifecycle
- Attends training sessions to obtain new ideas for product launches
- Assists with coordinating product launches
- Arranges delivery of goods or services
- Explains technical product or service information to customers
- Recommends, selects, and helps locate or obtain merchandise based on customer needs and desires

Learning Objectives

- Discuss and identify company brands
- Classify generic vs. brand name product
- Recognize historical product inventions and trends of products
- Develop new-product launch plan
- Compare and contrast successful company product launches
- Review how digital information has impacted the awareness/education of technical product or service information

Comments:

Unit 5: Merchandising Unit

Competency

3. Assist to develop merchandise plans (budgets) to guide selection of retail products

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Calculates costs of goods and services
- Estimates costs or terms of sales
- Calculates open-to-buy
- Identifies emerging trends
- Understands inventory ratios
- Understands plan reductions (e.g., anticipated markdowns, employee/other discounts, stock shortages)
- Assists with planning purchases

Learning Objectives

- Explain the nature of merchandise plans
- Calculate open-to-buy
- Plan stock (school-based enterprise)
- Plan reductions (e.g., anticipated markdowns, employee/other discounts, stock shortages) (school-based enterprise)
- Identify emerging trends (school-based enterprise)

Comments:

Unit 5: Merchandising Unit

Competency

4. Employ visual merchandising techniques to increase interest in product offerings

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- While assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Assists with designing visual merchandising at worksite
- Sets up merchandise displays
- Places merchandise for impact
- Determines on-floor assortments
- Reads/Implements planograms
- Assists with creating planograms

Learning Objectives

- Explain the use of visual merchandising in retailing
- Distinguish between visual merchandising and display
- Define planograms
- Design visual merchandising at school-based enterprise
- Evaluate visual merchandising and displays at local businesses

Comments:

Unit 5: Merchandising Unit

Competency

5. Implement display techniques to attract customers and increase sales potential

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Identifies types of display arrangements at worksite
- Maintains displays
- Dismantles/Stores displays/display fixtures/forms
- Selects and uses display fixtures/forms
- Uses lighting to highlight products
- Sets up point-of-sale displays and handouts
- Creates displays

Learning Objectives

- Explain types of display arrangements
- Describe how lighting impacts the product presentation
- Compare and contrast types of display arrangements at a local business
- Describe the purpose of endcap displays and point-of-sale items
- Set up point-of-sale displays and handouts (school-based enterprise)
- Create displays (school-based enterprise)

Comments:

Unit 5: Merchandising Unit

Competency

6. Follow merchandise security procedures to minimize inventory loss

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Reviews laws/regulations/company policies to maintain professional knowledge
- Maintains knowledge of current sales and promotions, policies regarding payment and exchanges, and security practices
- Watches for and recognize security risks and thefts and know how to prevent/handle these situations
- Monitors work areas to provide security

Learning Objectives

- Explain the importance of security in a retail business
- Analyze the cost-effectiveness of a security system
- Review laws/regulations/company policies to maintain professional knowledge (school-based enterprise)
- Explain the negative impact of inventory loss on the business and customers
- Research technology and security options to monitor customers
- Monitor work areas to provide security (school-based enterprise)

Comments:

Unit 5: Merchandising Unit

Competency

7. Follow inventory control and management methods to maintain appropriate levels of stock/supplies

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- While assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Stamps, attaches, or changes price tags on merchandise, referring to price list
- Conducts a merchandising sweep of the sales floor (with technology or by hand) moving all products to their “home” location
- Conducts a backroom sweep and moves the necessary products from the backroom to the sales floor
- Organizes the inventory, with technology or by hand, of specific product lines or sections of the store
- Checks accuracy by randomly selecting SKU's
- Conducts second counts on any SKU's that deviate from the ledger

Learning Objectives

- Define inventory
- Identify methods of inventory control
- Discuss types of inventory
- Explain methods of inventory control
- Explain how to use technology to track inventory (Point of Sale, Barcodes, RFID, etc.)
- Understand target inventory levels
- Explain the tradeoffs between purchasing too much and too little
- Count and organize school-based-enterprise inventory (school-based enterprise)

Comments:

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Competency

8. Prepare register/terminal for sales operations

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Prepares cash drawers/banks
- Opens/Closes register/terminal (if applicable)
 - Counting money
 - Separating charge slips, coupons, and vouchers
 - Balancing cash drawers
 - Making deposits
 - Reconciling records of sales or other financial transactions
- Itemizes and totals customer merchandise selection at checkout counter, using cash register, and accept cash or charge card for purchases
- Cleans work areas

Learning Objectives

- Explain the use of cash drawers in business
- Identify strategies for protecting business's online sales transactions
- Research the impact of technology on cash registers
- Open/Close register/terminal (school-based enterprise)
 - Counting money
 - Separating charge slips, coupons, and vouchers
 - Balancing cash drawers
 - Making deposits
 - Reconciling records of sales or other financial transactions
- Itemize and total customer merchandise selection at checkout counter, using cash register, and accept cash or charge card for purchases (school-based enterprise)
- Clean work areas (school-based enterprise)

Comments:

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Competency

9. Utilize stock-handling procedures to process incoming inventory

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Compares merchandise invoices to items actually received to ensure that shipments are correct
- Receives, open, unpack and issue sales floor merchandise
- Attaches source and anti-theft tags
- Prices mark merchandise
- Makes and records price changes
- Identifies hang-tag needs
- Assigns codes to each product item
- Routes stock to sales floor
- Rotates stock
- Processes returned/damaged product
- Transfers stock to/from branches
- Enters product descriptions into a POS system

Learning Objectives

- Describe the receiving process
- Explain stock handling techniques used in receiving deliveries
- Review different methods to verify quantity and condition of merchandise (i.e. blind check, direct check, spot check and quality check)
- Describe the process of providing effective inventory management
- Explain the types of inventory control systems
- Discuss the relationship between customer service and distribution
- Compare merchandise invoices to items actually received to ensure that shipments are correct (school-based enterprise)
- Receive, open, unpack and issue sales floor merchandise (school-based enterprise)

Comments: