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# INDUSTRIAL MERCHANDISER



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CBT Curriculum

National Vocational Certificate Level 3

Version 1 - October, 2019



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## **Introduction**

### **Definition/ Description of the training programme for (*Industrial Merchandiser*)**

Merchandiser is the interface between Buyer & Manufacturer/Producer. He/she is monitoring client's order during the entire production process, starting from ordering to shipment. Merchandising is the department which mediates marketing and production departments. Pricing is part of the merchandising department's duties

### **Purpose of the training programme**

The purpose of this training is to develop a range of skills and techniques, personal skills and attributes essential for successful performance in merchandiser sector in accordance with industry requirements. Graduates of this program may find employment in local and international textile/ garment industries.

### **Overall objectives of training programme**

The main objective of this training program is to improve the employability of young graduates through qualifying job-related training in the merchandiser sector, and to train them so that they can prove to be an asset to this sector.

### **Competencies to be gained after completion of course**

- Ensure Health, hygiene and safety of other individuals at work
- Perform verbal and written communication
- Communicate at Workplace
- Perform Computer Application Skills
- Manage Personal Finances
- Identify vendor
- Perform Product Costing
- Perform store Merchandising
- Manage visual merchandising

## **Possible available job opportunities available immediately and later in the future**

- Merchandiser
- Senior Merchandiser
- Retail Merchandiser
- Merchandiser (Part-Time)
- Merchandise Coordinator
- Catalogue Production Manager
- Fashion Buyer
- Merchandise Display Artist
- Retail Store Manager
- Stock Clerk
- Stock Supervisor
- Quantity Surveyor
- Retail Planners

### **Trainee entry level**

Middle (with English, Urdu and Numeracy reading and writing skills) with hands on experience or Level 2

### **Minimum qualification of trainer**

Teaching staff should have at least three years' experience in the role of Merchandiser. They should also hold or be working towards a formal teaching qualification.

Other formal qualifications in the textile industry would be useful in addition to the above.

### **Recommended trainer: trainee ratio**

The recommended maximum trainer: trainee ratio for this programme is 1 trainer for 20 trainees.

### **Medium of instruction i.e. language of instruction**

Instruction will be Urdu and English.

### Duration of the course (Total time, Theory & Practical time)

This curriculum comprises 26 modules. The recommended delivery time is 000 hours. Delivery of the course could therefore be full time, 5 days a week, for 00 months. Training providers are at liberty to develop other models of delivery, including part-time and evening delivery.

<b>Module</b>	<b>Theory<sup>1</sup> Days/hours</b>	<b>Workplace<sup>2</sup> Days/hours</b>	<b>Total hours</b>
<b>Module 1:</b> Apply Work Health and Safety Practices (WHS)	00	00	30
<b>Module 2:</b> Identify and Implement Workplace Policy and Procedures	00	00	20
<b>Module 3:</b> Communicate at Workplace	00	00	30
<b>Module 4:</b> Perform Computer Application Skills	00	00	40
<b>Module 5:</b> Manage Personal Finances	00	00	30
<b>Module 6:</b> Identify vendor	14	56	70
<b>Module 7:</b> Perform Product Costing	14	56	70
<b>Module 8:</b> Perform store Merchandising	14	56	70

<sup>1</sup> Learning Module hours in training provider premises

<sup>2</sup> Training workshop, laboratory and on-the-job workplace



The full structure of

<b>Module 9:</b> Manage visual merchandising	14	56	70
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the course is as follow:

### Sequence of the modules

Each module covers a range of learning components. These are intended to provide detailed guidance to teachers (for example the Learning Elements component) and give them additional support for preparing their lessons (for example the Materials Required component). The detail provided by each module will contribute to a standardized approach to teaching, ensuring that training providers in different parts of the country have clear information on what should be taught. Each module also incorporates the industrial needs of Pakistan.

The distribution table is shown below:

<b>Module 1:</b> Apply Work Health and Safety Practices (WHS) 30 Hours	<b>Module 2:</b> Identify and Implement Workplace Policy and Procedures 20 Hours	<b>Module 3:</b> Communicate at Workplace 30 Hours
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<b>Module 4:</b> Perform Computer Application Skills 40 Hours	<b>Module 5:</b> Manage Personal Finances 30 Hours	<b>Module 6:</b> Identify vendor 70 Hours
<b>Module 7:</b> Perform Product Costing 70 Hours	<b>Module 8:</b> Perform store Merchandising 70 Hours	<b>Module 9:</b> Manage visual merchandising 70 Hours

## Summary – overview of the curriculum

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
<p><b>Module 1:</b> Apply Work Health and Safety Practices (WHS)</p> <p><b>Aim:</b> After successful completion of this module, the trainee is competent in Applying Work Health and Safety Practices (WHS)</p>	<p><b>LU1:</b> Implement safe work practices at work place</p> <p><b>LU2:</b> Participate in hazard assessment activities a work place</p> <p><b>LU3:</b> Follow emergency procedures at workplace</p> <p><b>LU4:</b> Participate in OHS consultative processes</p>	10	20	30
<p><b>Module 2:</b> Identify and Implement Workplace Policy and Procedures</p> <p><b>Aim:</b> After successful completion of this module, the trainee is competent in Identifying and Implementing Workplace Policy and Procedures</p>	<p><b>LU1:</b> Identify workplace policy &amp; procedures</p> <p><b>LU2:</b> Implement workplace policy &amp; procedures</p> <p><b>LU3:</b> Communicate workplace policy &amp; procedures</p> <p><b>LU4:</b> Review the implementation of workplace policy &amp; procedures</p>	12	8	20
<p><b>Module 3:</b> Communicate at Workplace</p> <p><b>Aim:</b> After successful completion of this module, the trainee is competent in Communicating at Workplace</p>	<p><b>LU1:</b> Communicate within the organization</p> <p><b>LU2:</b> Communicate outside the organization</p> <p><b>LU3:</b> Communicate effectively in workgroup</p> <p><b>LU4:</b> Communicate in writing</p>	20	10	30

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
<p><b>Module 4:</b> Perform Computer Application Skills</p> <p><b>Aim:</b> After successful completion of this module, the trainee is competent in Performing Computer Application Skills</p>	<p><b>LU1:</b> Prepare In-page documents as per required information</p> <p><b>LU2:</b> Prepare Spreadsheets as per required information</p> <p><b>LU3:</b> Use MS Office as per required information</p> <p><b>LU4:</b> Perform computer graphics in basic applications</p> <p><b>LU5:</b> Create Email account for communications</p>	10	30	40
<p><b>Module 5:</b> Manage Personal Finances</p> <p><b>Aim:</b> After successful completion of this module, the trainee is competent in Managing Personal Finances</p>	<p><b>LU1:</b> Develop a personal budget</p> <p><b>LU2:</b> Develop long term personal budget</p> <p><b>LU3:</b> Identify ways to maximize future finances</p>	10	20	30
<p><b>Module 6: Identify Vendor</b></p> <p><b>Aim:</b> After successful completion of this module, the trainee is competent in Identifying Vendor</p>	<p><b>LU1:</b> Determine Merchandising Requirements</p> <p><b>LU2:</b> Select Vendor as per requirement and criteria</p>	14	56	70
<p><b>Module 7: Perform Product Costing</b></p> <p><b>Aim:</b> After successful completion of this module, the trainee is competent in Performing Product Costing</p>	<p><b>LU1:</b> Calculate direct Costs</p> <p><b>LU2:</b> Calculate indirect Costs</p> <p><b>LU3:</b> Calculate Offered price</p> <p><b>LU4:</b> Negotiate product price</p>	14	56	70

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
<p><b>Module 8: Perform Store Merchandising</b></p> <p><b>Aim:</b> After successful completion of this module, the trainee is competent in Performing Store Merchandising</p>	<p><b>LU1:</b> Develop Merchandising Strategies  <b>LU2:</b> Implement product layout plan</p>	14	56	70
<p><b>Module 9: Manage Visual Merchandising</b></p> <p><b>Aim:</b> After successful completion of this module, the trainee is competent in Managing Visual Merchandising</p>	<p><b>LU1:</b> Apply Colour Theory  <b>LU2:</b> Interpret VM Documents  <b>LU3:</b> Use In-store Visual Merchandising Toolkits  <b>LU4:</b> Manage Window Display  <b>LU4:</b> Execute floor plans and store fixtures according to given checklist</p>	14	56	70

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## Modules

### Module 1: Apply Work Health and Safety Practices (WHS)

**Objective of the module:** After successful completion of this module, the trainee is competent in performing all task by respecting health, hygiene and safety regulations at the working place

**Duration:** 30 hours    **Theory:** 10 hours    **Practical:** 20 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1:</b> Implement safe work practices at work place	<b>The trainee will be able to:</b> <ol style="list-style-type: none"> <li>1. Implement relevant rules and procedures of WHS at work place.</li> <li>2. Comply with duty of care requirements</li> <li>3. Use personal protective equipment according to safe work practices</li> <li>4. Contribute to WHS consultative activities</li> <li>5. Raise WHS issues</li> </ol>		<b>Total: 10</b>  <b>Theory:3</b>  <b>Practical:7</b>	<b>Consumable</b> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <b>Non Consumable</b> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer system</li> </ul>	Class room

	with relevant personnel				
<b>LU2:</b> Participate in hazard assessment activities a work place	<b>The trainee will be able to:</b> <ol style="list-style-type: none"> <li>1. Identify hazards or WHS issues in the workplace to relevant personnel</li> <li>2. Assess and control risks according to own level of responsibility, in line with workplace procedures</li> <li>3. Report hazards or WHS issues in the workplace to relevant personnel</li> <li>4. Document risk control actions as required</li> </ol>		<b>Total:10</b>  <b>Theory: 3</b>  <b>Practical:7</b>	<p>Non Consumable</p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p>Non Consumable</p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer system</li> </ul>	
<b>LU3:</b> Follow emergency procedures at workplace	<b>The trainee will be able to:</b> <ol style="list-style-type: none"> <li>1. Report emergencies or incidents promptly to relevant personnel</li> <li>2. Deal with emergencies in line with own level of responsibility</li> <li>3. Implement evacuation procedures as</li> </ol>		<b>Total:10</b>  <b>Theory:4</b>  <b>Practical:6</b>	<p>Consumable</p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p>Non Consumable</p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> </ul>	Class room



	required			<ul style="list-style-type: none"> <li>• Computer system</li> </ul>	
<b>LU3:</b> Participate in OHS consultative processes	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Contribute to workplace meetings, inspections or other consultative activities</li> <li>2. Raise OHS (Occupational Health and Safety) issues with designated persons in accordance with organizational procedures</li> <li>3. Take actions to eliminate workplace hazards or to reduce risks</li> </ol>		<p><b>Total</b></p> <p><b>Theory:</b></p> <p><b>Practical:</b></p>	<p>Consumable</p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p>Non</p> <p>Consumable</p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> </ul> <p>Computer system</p>	

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## Module 2: Identify and Implement Workplace Policy and Procedures

**Objective of the module:** After successful completion of this module, the trainee is competent in performing oral and written communication according to professional standards

**Duration:** 20 hours      **Theory:** 12 hours      **Practical:** 8 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1:Identify workplace policy & procedures	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Identify the workplace policy &amp; procedures</li> <li>2. Apply appropriate strategies that can be used to measure whether your workplace health and safety obligations are being met.</li> <li>3. Assure the policies are realistic, resources and personnel to implement</li> <li>4. Implement the policy &amp; procedures that reflects the organizations commitments</li> <li>5. Ensure the appropriate methods of implementation, outcomes and performance indicators</li> </ol>		<p><b>Total:5</b></p> <p><b>Theory:3</b></p> <p><b>Practical:2</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer system</li> </ul>	Class room

<p><b>LU2:</b> Implement workplace policy &amp; procedures</p>	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Apply and assign responsibility for recording systems to track continuous improvements in policy &amp; procedures</li> <li>2. Implement strategies for continuous improvement in effective and efficient information</li> </ol>		<p><b>Total:5</b></p> <p><b>Theory:3</b></p> <p><b>Practical:2</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer system</li> </ul>	<p>Class room</p>
<p><b>LU3:</b> Communicate workplace policy &amp; procedures</p>	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Communicate procedures to help implement workplace policy</li> <li>2. Inform those involved in implementing the policy about expected outcomes, activities to be undertaken and assigned responsibilities</li> </ol>		<p><b>Total:5</b></p> <p><b>Theory:3</b></p> <p><b>Practical:2</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer system</li> </ul>	<p>Class room</p>
<p><b>LU4:</b> Review the implementation of workplace policy &amp;</p>	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Identify the trends that may require</li> </ol>		<p><b>Total:5</b></p> <p><b>Theory:3</b></p>	<p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> </ul>	<p>Class room</p>

procedures	remedial actions <b>2.</b> Record the trends that may require remedial actions. <b>3.</b> Ensure policy and procedures as required are made for continuous improvement of performance		<b>Practical:2</b>	<ul style="list-style-type: none"> <li>• Erasers</li> <li>• Sharpeners</li> <li>Non Consumable</li> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> </ul> Computer system	
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# INDUSTRIAL MERCHANDISER



Module-3

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### Module 03: Communicate at workplace

**Objective of the module:** After successful completion of this module, the trainee is competent in communicating at the working place by respecting professional standards.

**Duration:** 30 hours      **Theory:** 20 hours      **Practical:** 10 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Communicate	The trainee will be able to:		Total:7	Consumable	

within the organization	<ol style="list-style-type: none"> <li>1. Communicate within a department.</li> <li>2. Communication with other departments.</li> <li>3. Use various media to communicate effectively.</li> <li>4. Communicate orally and written</li> </ol>		<b>Theory:5</b>  <b>Practical:2</b>	<ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p>Non Consumable</p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer system</li> </ul>	
<b>LU2:</b> Communicate outside the organization	<b>The trainee will be able to:</b> <ol style="list-style-type: none"> <li>1. Deal with vendors</li> <li>2. Deal with clients/customers Interact with other organisations.</li> <li>3. Use various media to communicate effectively</li> <li>4. Work with people of different cultures / backgrounds</li> </ol>		<b>Total:7</b>  <b>Theory:5</b>  <b>Practical:2</b>	<p>Consumable</p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p>Non Consumable</p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer system</li> </ul>	
<b>LU3:</b> Communicate effectively in	<ol style="list-style-type: none"> <li>1. The trainee will be able to:</li> <li>2. Assess the issues to provide relevant suggestion to</li> </ol>		<b>Total:8</b>	<p>Consumable</p> <ul style="list-style-type: none"> <li>• Notebooks</li> </ul>	



workgroup	<p>group members</p> <ol style="list-style-type: none"> <li>3. Resolve the issues/problems /conflicts within the group</li> <li>4. Arrange group working sessions to increase the level of participation in the group processes</li> <li>5. Communicate messages to group members clearly to ensure interpretation is valid</li> <li>6. Communicate style /manner to reflect professional standards/ awareness of appropriate cultural practices</li> <li>7. Act upon constructive feedback</li> </ol>		<p><b>Theory:5</b></p> <p><b>Practical:3</b></p>	<ul style="list-style-type: none"> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p>Non Consumable</p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> </ul> <p>Computer system</p>	
<p><b>LU4:</b> Communicate in writing</p>	<ol style="list-style-type: none"> <li>1. The trainee will be able to:</li> <li>2. Identify relevant procedures for written information</li> <li>3. Use strategies to ensure correct communication in writing .i.e. <ul style="list-style-type: none"> <li>• correct composition</li> <li>• clarity</li> <li>• comprehensiveness</li> <li>• accuracy</li> <li>• appropriateness</li> </ul> </li> <li>4. Draft assigned written information for approval, ensuring it is written within designated timeframes</li> <li>5. Ensure written information meets required standards of style, format and detail</li> </ol>		<p><b>Total:8</b></p> <p><b>Theory:5</b></p> <p><b>Practical:3</b></p>	<p>Consumable</p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p>Non Consumable</p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> </ul> <p>Computer system</p>	

	<b>6.</b> Seek assistance / feedback to aid communication skills development				
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## Module 04: Perform Computer Application Skills

**Objective of the module:** After successful completion of this module, the trainee is competent in performing Computer Application Skills.

**Duration:** 40 hours      **Theory:** 10 hours      **Practical:** 30 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1:</b> Prepare In-page documents as per required information	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Set keyboard preferences according to information requirements</li> <li>2. Layout Page according to information requirements</li> <li>3. Toggle between Languages</li> <li>4. Identify the usage of tool bar</li> <li>5. Insert Columns as per requirement</li> <li>6. Print the document</li> </ol>		<p><b>Total:8</b></p> <p><b>Theory:2</b></p> <p><b>Practical:6</b></p>	<p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer system</li> </ul>	Computer Lab
<b>LU2:</b> Prepare Spreadsheets as per required information	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Create workbook according to information requirements</li> <li>2. Insert sheet according to information requirements</li> <li>3. Enter basic formulae</li> </ol>		<p><b>Total:8</b></p> <p><b>Theory:2</b></p> <p><b>Practical:6</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> </ul>	Computer Lab

	<p>/ functions using cell referencing when required</p> <ol style="list-style-type: none"> <li>4. Correct formulas when error messages occur</li> <li>5. Use a range of common tools during spreadsheet development</li> <li>6. Edit columns and rows within the spreadsheet Filter data</li> <li>7. Save the spreadsheet to a folder on a storage device</li> <li>8. Format spreadsheet using formatting features as required</li> <li>9. Incorporate object and chart in spreadsheet</li> <li>10. Print spreadsheet</li> </ol>			<ul style="list-style-type: none"> <li>• Internet</li> <li>• Computer system</li> <li>• Printer</li> </ul>	
<p><b>LU3:</b> Use MS Office as per required information</p>	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Use Microsoft Word for documentation</li> <li>2. Use Microsoft Excel for documentation</li> <li>3. Use Microsoft PowerPoint for presentation</li> <li>4. Perform OneNote</li> <li>5. Perform Outlook for emails</li> </ol>		<p><b>Total:8</b></p> <p><b>Theory:2</b></p> <p><b>Practical:6</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> </ul>	<p>Computer Lab</p>

	6. Perform Publisher applications			<ul style="list-style-type: none"> <li>• Internet</li> <li>• Computer system</li> <li>• Printer</li> </ul>	
<b>LU4:</b> Perform computer graphics in basic applications	<b>The trainee will be able to:</b> <ol style="list-style-type: none"> <li>1. Perform graphic fundamentals in basic applications</li> <li>2. Draw Points and lines to make images</li> <li>3. Draw Dots in space to make images</li> <li>4. Draw lightening blot Shapes to make images</li> <li>5. Enlarge circles and rectangles to block in forms</li> </ol>		<b>Total</b>  <b>Theory:2</b>  <b>Practical:6</b>	<b>Consumable</b> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <b>Non Consumable</b> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer system</li> <li>• Printer</li> </ul>	Computer Lab
<b>LU5:</b> Create Email account for communications	<b>The trainee will be able to:</b> <ol style="list-style-type: none"> <li>1. Make email account for communications</li> <li>2. Compose text of an email message according to organizational guidelines as required</li> <li>3. Create an automatic signature for the user</li> <li>4. Attach files to email</li> </ol>		<b>Total:8</b>  <b>Theory:2</b>  <b>Practical:6</b>	<b>Consumable</b> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <b>Non Consumable</b> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> </ul>	Computer Lab

	<p>message where required</p> <ol style="list-style-type: none"><li>5. Send email message</li><li>6. Reply to / forward a received message using available features</li><li>7. Save an attachment to the relevant folder</li><li>8. Save email message using available settings</li><li>9. Adjust email accounts to restrict and quarantine possible email security problems</li><li>10. Print email message as per requirements</li></ol>			<ul style="list-style-type: none"><li>• Computer system</li><li>• Printer</li></ul>	
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# INDUSTRIAL MERCHANDISER



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## Module 05: Manage Personal Finances

**Objective of the module:** After successful completion of this module, the trainee is competent in Managing Personal Finances

**Duration:** 30 hours      **Theory:** 10 hours      **Practical:** 20 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1:</b> Develop a personal budget	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Calculate current living expenses using available information to prepare a personal budget.</li> <li>2. Keep a record of all income and expenses for a short period of time to help estimate ongoing expenses.</li> <li>3. Subtract total expenses from total income to determine a surplus or deficit budget for the specified period.</li> <li>4. Find reasons for a deficit budget and ways to reduce expenditure identified.</li> <li>5. Identify ways to increase income</li> </ol>		<p><b>Total:9</b></p> <p><b>Theory:3</b></p> <p><b>Practical:6</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer system</li> </ul>	Class room
<b>LU2:</b> Develop long term personal budget to Develop long term personal budget	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Analyze income and expenditure and set long term personal financial goals.</li> <li>2. Develop a long-term budget based on the outcomes of short-term budgeting.</li> <li>3. Identify obstacles that might affect the business</li> <li>4. Formulate a regular savings</li> </ol>		<p><b>Total:9</b></p> <p><b>Theory:3</b></p> <p><b>Practical:6</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> </ul>	Class room

	plan based on budget			<ul style="list-style-type: none"> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer system</li> </ul>	
<b>LU3:</b> Identify ways to maximize future finances	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Determine sources to maximize personal income,</li> <li>2. Get further education or training to maintain or improve future income.</li> <li>3. Identify the need for debt to finance living and other expenses,</li> <li>4. Determine the appropriate levels of debt and repayment.</li> <li>5. Consolidate existing debt, where possible, to minimize interest costs and fees.</li> <li>6. Seek professional money management services.</li> </ol>		<p><b>Total:12</b></p> <p><b>Theory:4</b></p> <p><b>Practical:8</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer system</li> </ul>	Class room

# INDUSTRIAL MERCHANDISER



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## Module 6: 0414001008 Identify vendor

**Objective of the module:** After successful completion of this module, the trainee is competent in identifying the vendor according to the defined requirements.

**Duration: 70 hrs.**

**Theory: 14 hrs.**

**Practical: 56 hrs.**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1:</b> Determine Merchandising Requirements	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Prepare a list of all relevant Raw Materials</li> <li>2. Calculate the required quantities</li> <li>3. Establish target prices for Raw Material</li> <li>4. Calculate economic order quantity</li> </ol>	<ul style="list-style-type: none"> <li>• Describe different types of Raw Material</li> <li>• Explain the purpose of a raw material list</li> <li>• Describe the content of the raw material</li> </ul> <ul style="list-style-type: none"> <li>• Explain the use of formulas for quantity calculation</li> </ul> <ul style="list-style-type: none"> <li>• Describe the purpose of a Target price</li> <li>• Explain price</li> </ul> <ul style="list-style-type: none"> <li>• Explain the purpose of economic order quantity</li> <li>• Describe the use of relevant formulas' to calculate economic order quantity</li> </ul>	<p><b>Total:35</b></p> <p><b>Theory:7</b></p> <p><b>Practical:28</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> </ul> <p>Computer system</p>	Class room

<p><b>LU2:</b> Select Vendor as per requirement and criteria</p>	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Prepare a contact list of vendors to establish communication.</li> <li>2. Identify key elements of vendor as per requirement (product quality, production capacity, market repute, reliability, financial stability, etc.)</li> <li>3. Prepare vendor evaluation form (production capacity, financial stability, quality, on time delivery, product cost, etc.)</li> </ol>	<ul style="list-style-type: none"> <li>• Explain business communication</li> <li>• Describe the properties of trade information</li> <li>• Describe the properties of vendor</li> </ul> <ul style="list-style-type: none"> <li>• Explain the classification of</li> <li>• Explain production capacity</li> <li>• Explain the importance of key elements of vendor as per requirement (product quality, production capacity, market repute, reliability, financial stability, etc.)</li> </ul> <ul style="list-style-type: none"> <li>• Explain the evaluation of key elements of vendor as per requirement (product quality, production capacity, market repute, reliability, financial stability, etc.)</li> <li>• Explain the purpose of vendor evaluation form (production capacity, financial stability, quality, on time delivery, product cost, etc.)</li> <li>• Preparing vendor evaluation form (production capacity, financial stability, quality, on time delivery, product cost, etc.)</li> </ul>	<p><b>Total:35</b></p> <p><b>Theory:7</b></p> <p><b>Practical:28</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> </ul> <p>Computer system</p>	
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# INDUSTRIAL MERCHANDISER



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## Module 7: 0414001009 Perform Product Costing

**Objective of the module:** After successful completion of this module, the trainee is competent in Performing Product Costing

**Duration:** 70 hrs.

**Theory:** 14 hrs.

**Practical:** 56 hrs.

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1: Calculate direct Costs</b>	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>Calculate material consumption <ul style="list-style-type: none"> <li>Fabric consumption</li> <li>Yarn consumption</li> <li>Accessories consumption</li> <li>Packaging consumption</li> </ul> </li> <li>Calculate process cost <ul style="list-style-type: none"> <li>Finishing cost (Dying, printing, washing, etc.)</li> <li>Production cost (Stitching, cutting, embroidery, etc.)</li> <li>Packaging cost</li> </ul> </li> <li>Calculate dispatch cost (EX Factory, FOB, CNF, CIF, etc.)</li> </ol>	<ul style="list-style-type: none"> <li>Explain the importance of Material consumption (Fabric Yarn, packaging, etc.)</li> <li>Explain different types of material consumed</li> <li>Describe the use of different formulas' to calculate the consumed materials</li> <li>Describe Manufacturing processes</li> <li>Explain different types of cost</li> <li>Explain Process Cost (Finishing cost and production cost)</li> <li>Describe the use of formulas' to calculate the Process Cost</li> <li>Explain dispatch cost (EX Factory, FOB, CNF, CIF, etc.)</li> <li>Explain different dispatch cost</li> <li>Explain use of different dispatch cost</li> <li>Describe the use of different formulas' to calculate the Dispatch Cost</li> </ul>	<p><b>Total:17</b></p> <p><b>Theory:3</b></p> <p><b>Practical:14</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>Notebooks</li> <li>Pencils</li> <li>Erasers</li> <li>Sharpener</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>White board</li> <li>Multimedia</li> <li>Internet</li> </ul> <p>Computer system</p>	

<b>LU2: Calculate indirect Costs</b>	<b>The trainee will be able to:</b> 1. Calculate Overhead cost  2. Calculate Financial cost	<ul style="list-style-type: none"> <li>• Overhead Cost</li> <li>• Explain the use overhead cost formula</li> <li>• Describe the use of different formulas' to calculate the Overhead Cost</li>   <li>• Explain Financial Cost</li> <li>• Explain the use of financial cost</li> <li>• Describe the use of different formulas' to calculate the Financial Cost</li> </ul>	<b>Total:17</b>  <b>Theory:3</b>  <b>Practical:14</b>	<b>Consumable</b> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <b>Non Consumable</b> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> </ul> Computer system	
<b>LU3: Calculate Offered price</b>	<b>The trainee will be able to:</b> 1. Calculate the Break-even price  2. Calculate the cost of product  3. Calculate price margins  4. Calculate and add commissions	<ul style="list-style-type: none"> <li>• Explain Break- even price</li> <li>• Explain the use of break-even point</li> <li>• Describe the use of formulas' to calculate the Break- even price</li>   <li>• Explain cost of product</li> <li>• Describe the use of formulas' to calculate the cost of product</li>   <li>• Explain price margins</li> <li>• Explain the use of price margins</li> <li>• Describe the use of formulas' to calculate the price margins</li>   <li>• Knowledge and understanding of formulas' to calculate the</li> </ul>	<b>Total:18</b>  <b>Theory:4</b>  <b>Practical:14</b>	<b>Consumable</b> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <b>Non Consumable</b> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer system</li> </ul>	



	5. Quote the final price	<p>commissions</p> <ul style="list-style-type: none"> <li>• Implementation of formulas' to calculate the commissions</li> <li>• Explain the use of calculating commission</li> <li>• Describe the use of formulas' to calculate the commissions</li> </ul> <ul style="list-style-type: none"> <li>• Explain Quotation</li> <li>• Explain the use of different quotation</li> <li>• Describe the calculation of final quote</li> </ul>			
<b>LU4: Negotiate product price</b>	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Identify price gap</li> <li>2. Identify possible cost improvements</li> <li>3. Re-calculate the final price after negotiation</li> </ol>	<ul style="list-style-type: none"> <li>• Explain price gaps</li> <li>• Describe cost improvements</li> <li>• Explain different Rules of Negotiation and effecting factors</li> <li>• Explain the purpose of Re-Evaluating of the final price after negotiation</li> </ul>	<p><b>Total:18</b></p> <p><b>Theory:4</b></p> <p><b>Practical:14</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> </ul> <p>Computer system</p>	

# INDUSTRIAL MERCHANDISER



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## Module 8: 0414001010 Perform Store Merchandising

**Objective of the module:** After successful completion of this module, the trainee is competent in performing Store Merchandising

**Duration: 70 hrs.**

**Theory: 14 hrs.**

**Practical: 56 hrs.**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1: Develop Merchandising Strategies</b>	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Plan Display patterns               <ul style="list-style-type: none"> <li>o Category wise</li> <li>o Season wise</li> <li>o Promotion wise (product and communication display)</li> <li>o Market demand</li> <li>o Stakeholder investment</li> <li>o Product life wise display</li> </ul> </li> <li>2. Perform inventory planning               <ul style="list-style-type: none"> <li>o On floor display Inventory planning and execution</li> <li>o Back store inventory reports and management</li> <li>o Pre-order level</li> <li>o Product expiry management</li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>• Explain the purpose of Display Patterns (Category wise, Season wise, Promotion wise (product and communication display, Market demand, Stakeholder investment and Product life wise display)</li> <li>• Define planning</li> <li>• Explain planning for display patterns</li> <li>• Explain inventory planning</li> <li>• Explain the purpose of Inventory Planning (On floor display Inventory planning and execution, Back store inventory reports and management, Pre-order level and Product expiry management)</li> <li>• Explain performance of inventory planning</li> <li>• describe effecting factors</li> <li>• Describe Managing the</li> </ul>	<p><b>Total:35</b></p> <p><b>Theory:7</b></p> <p><b>Practical:28</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> </ul> <p>Computer system</p>	<p>Class room</p> <ul style="list-style-type: none"> <li>• Simulated environment</li> </ul>

		inventories accordingly			
<b>LU2: Implement product layout plan</b>	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>Execute store layouts and techniques <ul style="list-style-type: none"> <li>Belt to eye level</li> <li>Vertical merchandising</li> <li>Departmental segregations</li> <li>Horizontal Merchandising</li> </ul> </li> <li>Ensure product maintenance checklist according to set standards <ul style="list-style-type: none"> <li>Cleaning standards</li> <li>STI's /fixtures placements</li> <li>Lightening standards</li> </ul> </li> <li>Execute Ambiance planning Cross Merchandising Patterns includes: <ul style="list-style-type: none"> <li>Category wise</li> <li>Season wise</li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>Explain Basic plans (AutoCAD/manual)</li> <li>Explain the use of different types of software</li> <li>Explain the use of Auto CAD in computer</li> <li>Explain Auto CAD use manually</li> <li>Describe Managing inventories according to layout techniques (Belt to eye level, Vertical merchandising, Departmental segregations and Horizontal Merchandising)</li> <li>Explain product maintenance</li> <li>Explain the purpose of product maintenance checklist</li> <li>Explain different Marketing strategies</li> <li>Explain lightening standards</li> <li>Describe cleaning standards</li> <li>Describe the maintenance of checklist according to set standards (Cleaning standards, STI's/fixtures placements and Lightening standards)</li> <li>Describe Ambiance Planning</li> <li>Explain use of ambiance planning</li> <li>Describe cross merchandising patterns</li> </ul>	<p><b>Total:35</b></p> <p><b>Theory:7</b></p> <p><b>Practical:28</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>Notebooks</li> <li>Pencils</li> <li>Erasers</li> <li>Sharpeners</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>White board</li> <li>Multimedia</li> <li>Internet</li> </ul> <p>Computer system</p>	
	<ul style="list-style-type: none"> <li>Promotion wise</li> </ul>	<ul style="list-style-type: none"> <li>Explain use of ambiance planning in ambiance planning</li> </ul>			

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## Module 9: 0414001011 Manage Visual Merchandising

**Objective of the module:** After successful completion of this module, the trainee is competent in Managing Visual Merchandising

**Duration:** 70 hrs.

**Theory:** 14 hrs.

**Practical:** 56 hrs.

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
<b>LU1: Apply Colour Theory</b>	<p><b>The trainee will be able to:</b></p> <p><b>P1.</b> Identify the importance of colour in drawing</p> <p><b>P2.</b> Identify colours according to colour wheel</p> <ul style="list-style-type: none"> <li>○ Primary Colours</li> <li>○ Secondary Colours</li> <li>○ Tertiary Colours</li> <li>○ Complementary Colours</li> <li>○ Split Complementary Colours</li> <li>○ Triadic Colours</li> <li>○ Tetradic Colours</li> <li>○ Analogous Colours</li> <li>○ Neutral Colours</li> <li>○ Monochromatic Colours</li> <li>○ Tints and shades</li> <li>○ Warm Colours</li> <li>○ Cool Colours</li> </ul> <p><b>P3.</b> Develop Colour Schemes/Combinations according to colour wheel</p>	<ul style="list-style-type: none"> <li>• Explain color theory</li> <li>• Describe Basic Colours</li> <li>• Explain use of colours</li> <li>• Explain primary colors</li> <li>• Explain the use of colors</li> <li>• Explain use of colors in drawing</li> <li>• Explain the Colour Wheel</li> <li>• Explain different color wheels</li> <li>• Describe the use of different types of colors in detail</li> <li>• Explain colour schemes</li> <li>• Describe the purpose of color combinations</li> <li>• Explain use of color schemes and combinations according to color</li> </ul>	<p><b>Total:16</b></p> <p><b>Theory:4</b></p> <p><b>Practical:12</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> <li>• Color pencils</li> <li>• Drawing sheets</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer system</li> <li>• Printer</li> </ul>	

	<p><b>P4.</b> Develop Designs from different colour terms according to colour wheel</p> <p><b>P5.</b> Develop Designs from contrasting colours according to colour wheel</p>	<p>wheel</p> <ul style="list-style-type: none"> <li>• Explain the determination of designs from different colour terms</li> <li>• Describe the selection of color according to color term</li> <li>• Explain contrasting colours according to colour wheel</li> <li>• Explain how to to use color contrasting in color wheel</li> <li>• Implementing of contrasting colours according to colour wheel</li> </ul>			
<b>LU2: Interpret VM Documents</b>	<p><b>The trainee will be able to:</b></p> <p><b>P1.</b> Interpret given documents according to the requirement:</p> <ul style="list-style-type: none"> <li>○ VM Toolkit/Manual</li> <li>○ Store checklist</li> <li>○ NTI'S/Fixtures checklist</li> <li>○ Floor Plans</li> </ul>	<ul style="list-style-type: none"> <li>• Explain Visual Merchandising (VM)</li> <li>• Explain qualities of visual merchandizer</li> <li>• Explain importance of visual merchandiser</li> <li>• Explain the purpose of Visual Merchandising (VM) documents (VM Toolkit/Manual, Store checklist, NTI'S/Fixtures checklist and Floor Plans)</li> <li>• Explain different types of visual merchandizer documents</li> <li>• Describe the Evaluation of Visual Merchandising (VM) documents</li> </ul>	<p><b>Total:18</b></p> <p><b>Theory:2</b></p> <p><b>Practical:12</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer system</li> </ul>	
<b>LU3: Use In-store Visual</b>	<b>The trainee will be able to:</b>		<b>Total:14</b>	<b>Consumable</b>	Class room

<b>Merchandising Toolkits</b>	<p><b>P1.</b> Perform display management including:</p> <ul style="list-style-type: none"> <li>○ Colour wise</li> <li>○ Price wise</li> <li>○ Category wise</li> <li>○ Size wise</li> </ul> <p><b>P2.</b> Apply display techniques including:</p> <ul style="list-style-type: none"> <li>○ Pyramid display</li> <li>○ Inverted Pyramid display</li> <li>○ Asymmetrical display</li> <li>○ Symmetrical display</li> </ul> <p><b>P3.</b> Perform Cross Merchandising including:</p> <ul style="list-style-type: none"> <li>○ Category wise</li> <li>○ Colour wise</li> <li>○ With Accessories</li> </ul>	<ul style="list-style-type: none"> <li>• Explain the use of merchandizer tool kits</li> <li>• Explain different marketing strategies</li> <li>• Explain the difference of various products</li>   <li>• Explain Display management</li> <li>• Explain Display Techniques</li> <li>• Explain use of display techniques</li>   <li>• Explain Cross Merchandising</li> </ul>	<p><b>Theory:2</b></p> <p><b>Practical:12</b></p>	<ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer system</li> </ul>	
<b>LU4: Manage Window Display</b>	<p><b>The trainee will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Arrange light setting</li>   <li>2. Perform Mannequin Handling</li> </ol>	<ul style="list-style-type: none"> <li>• Explain Window Display</li> <li>• Explain light effect</li> <li>• Explain different light effects techniques</li> <li>• Describe the Importance of light effects</li>   <li>• Explain the benefit of Mannequin according to product</li> <li>• Explain the selection of mannequin according to products</li> <li>• Describe Placing Mannequins according to layouts</li> </ul>	<p><b>Total:14</b></p> <p><b>Theory:2</b></p> <p><b>Practical:12</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer</li> </ul>	<p>Class room</p> <p>Simulated environment</p>



	<p>3. Execute Prop placement plan</p> <p>4. Execute Product Placement Guidelines</p>	<ul style="list-style-type: none"> <li>• Explain use of props</li> <li>• Explain types of props</li> <li>• Describe the purpose of product for window display</li> <li>• Explain the use of product placement guidelines</li> </ul>		<p>system</p> <ul style="list-style-type: none"> <li>• Lights</li> <li>• Mannequin</li> <li>• Props</li> </ul>	
<p><b>LU:5. Execute floor plans and store fixtures according to given checklist</b></p>	<p><b>The trainee will be able to:</b></p> <p>1. Arrange Floor Plans according to instructions</p> <p>2. Manage NTI'S/Fixtures</p> <p>3. Display Marketing and Promotional Material</p>	<ul style="list-style-type: none"> <li>• Explain the purpose of Floor Plans and fixtures</li> <li>• Explain different store fixtures</li> <li>• Explain Floors management according to product/campaign</li> <li>• Explain the use of floor plan according to store fixtures</li> <li>• Explain the use of floor plan according to products</li> <li>• Explain the use of floor plan according to campaign</li> <li>• Explain NTI's/Fixtures</li> <li>• Describe the evaluation of NTI's fixtures</li> <li>• Explain the importance of Marketing</li> <li>• Describe the use of marketing materials</li> <li>• Explain promotional Material</li> <li>• Explain the purpose of promotion</li> <li>• Describe the use of promotional material</li> </ul>	<p><b>Total:12</b></p> <p><b>Theory:3</b></p> <p><b>Practical:8</b></p>	<p><b>Consumable</b></p> <ul style="list-style-type: none"> <li>• Notebooks</li> <li>• Pencils</li> <li>• Erasers</li> <li>• Sharpeners</li> <li>• Marketing promotional material</li> </ul> <p><b>Non Consumable</b></p> <ul style="list-style-type: none"> <li>• White board</li> <li>• Multimedia</li> <li>• Internet</li> <li>• Computer system</li> </ul>	<p>Classroom</p>

## General assessment guidance for *(Industrial Merchandiser)*

Good practice in Pakistan makes use of sessional and final assessments, the basis of which is described below. Good practice by vocational training providers in Pakistan is to use a combination of these sessional and final assessments, combined to produce the final qualification result.

**Sessional assessment** is going on all the time. Its purpose is to provide feedback on what students are learning:

- to the student: to identify achievement and areas for further work
- to the teacher: to evaluate the effectiveness of teaching to date, and to focus future plans.

Assessors need to devise sessional assessments for both theoretical and practical work. Guidance is provided in the assessment strategy

**Final assessment** is the assessment, usually on completion of a course or module, which says whether or not the student has "passed". It is – or should be – undertaken with reference to all the objectives or outcomes of the course, and is usually fairly formal. Considerations of security – ensuring that the student who gets the credit is the person who did the work – assume considerable importance in final assessment.

### Methods of assessment

For lessons with a high quantity of theory, written or oral tests related to learning outcomes and/ or learning content can be conducted. For workplace lessons, assessment can focus on the quality of planning the related process, the quality of executing the process, the quality of the product and/or evaluation of the process.

Methods include direct assessment, which is the most desirable form of assessment. For this method, evidence is obtained by direct observation of the student's performance.

Examples for direct assessment of a Industrial Merchandiser include:

- Work performances, for example health and safety at work place, identify vendor, perform product costing, manage visual merchandizing
- Demonstrations, for example demonstrating visual merchandising procedures like, window display, floor plans, making color wheel and color schemes

- Direct questioning, where the assessor would ask the student color wheel concept, display floor plan techniques, floor fixtures etc.
- Paper-based tests, such as multiple choice or short answer questions on identifying vendor, product costing, performing store merchandizing and managing visual merchandizer.

Indirect assessment is the method used where the performance could not be watched and evidence is gained indirectly.

Examples for indirect assessment of a Industrial Merchandiser include:

- Work products, such as a window display, color wheel
- Workplace documents, such as a product costing
- Indirect assessment should only be a second choice. (In some cases, it may not even be guaranteed that the work products were produced by the person being assessed.)

### **Principles of assessment**

All assessments should be valid, reliable, fair and flexible:

Fairness means that there should be no advantages or disadvantages for any assessed person. For example, it should not happen that one student gets prior information about the type of work performance that will be assessed, while another candidate does not get any prior information.

Validity means that a valid assessment assesses what it claims to assess. For example, if window displays are to be assessed and certificated, the assessment should involve performance criteria that are directly related to that window display and floor fixtures. An interview about the vendor identification would not meet the performance criteria.

Reliability means that the assessment is consistent and reproducible. For example, if the work performance of product costing has been assessed, another assessor (eg the future employer) should be able to see the same work performance and witness the same level of achievement.

Flexibility means that the assessor has to be flexible concerning the assessment approach. For example, if there is a power failure during the assessment, the assessor should modify the arrangements to accommodate the students' needs.

## **Assessment strategy for (*Industrial Merchandiser*)**

This curriculum consists of 14 modules:

- **Module 1:** Apply Work Health and Safety Practices (WHS)
- **Module 2:** Identify and Implement Workplace Policy and Procedures
- **Module 3:** Communicate at Workplace
- **Module 4:** Perform Computer Application Skills
- **Module 5:** Manage Personal Finances
- **Module 7:** Identify vendor
- **Module 8:** Perform Product Costing
- **Module 9:** Perform store Merchandising
- **Module 10:** Manage visual merchandising

### **Sessional assessment**

The sessional assessment for all modules shall be in two parts: theoretical assessment and practical assessment. The sessional marks shall contribute to the final qualification.

Theoretical assessment for all learning modules must consist of a written paper lasting at least one hour per module. This can be a combination of multiple choice and short answer questions.

For practical assessment, all procedures and methods for the modules must be assessed on a sessional basis. Guidance is provided below under Planning for assessment.

### **Final assessment**

Final assessment shall be in two parts: theoretical assessment and practical assessment. The final assessment marks shall contribute to the final qualification.

### **The assessment team**

The number of assessors must meet the needs of the students and the training provider. For example, where two assessors are conducting the assessment, there must be a maximum of five students per assessor. In this example, a group of 20 students shall therefore require

assessments to be carried out over a four-day period. For a group of only 10 students, assessments would be carried out over a two-day period only.

## **Planning for assessment**

Sessional assessment: assessors need to plan in advance how they will conduct sessional assessments for each module. The tables on the following pages are for assessors to use to insert how many hours of theoretical and practical assessment will be conducted and what the scheduled dates are.

Final assessment: Training providers need to decide ways to combine modules into a cohesive two-day final assessment programme for each group of five students. Training providers must agree the content for practical assessments in advance.

## Complete list of tools and equipment

<b>Sr#</b>	<b>Description</b>	<b>Quantity</b>
1	Computer with relevant software and internet	24
2	Printer	1
3	Multi media	1
4	Whiteboard	1
5	Lights	1
6	Mannequin	5
7	Props	

## List of consumable supplies

<b>Sr no</b>	<b>Material</b>	<b>Quantity</b>
<b>1</b>	Colour box pencil(12 )	30
<b>2</b>	Color box water color	30
<b>3</b>	Colour box oil colours	30
<b>4</b>	White sheets	40
<b>5</b>	Stencils	30
<b>6</b>	White sheets	30
<b>7</b>	A4 rim	10
<b>8</b>	Note books	20
<b>9</b>	Eraser	10
<b>10</b>	Pencils	20
<b>11</b>	Sharpener	10

## Credit values

The credit value of the National Certificate Level 2 in Chef de Partie is defined by estimating the amount of time/ instruction hours required to complete each competency unit and competency standard. The NVQF uses a standard credit value of 1 credit = 10 hours of learning (Following Higher Education Commission (HEC) guidelines).

The credit values are as follows:

Competency Standard	Estimate of hours	Credit
A. Apply Work Health and Safety Practices (WHS)	3	30
B. Identify and Implement Workplace Policy and Procedures	2	20
C. Communicate at Workplace	3	30
D. Perform Computer Application Skills	4	40
E. Manage Personal Finances	3	30
F. Identify vendor	7	70
G. Perform Product Costing	7	70
H. Perform store Merchandising	7	70



<b>Competency Standard</b>	<b>Estimate of hours</b>	<b>Credit</b>
I. Manage visual merchandising	7	70

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