



STANDARD KEMAHIRAN PEKERJAAN KEBANGSAAN  
(NATIONAL OCCUPATIONAL SKILLS STANDARD)

RETAIL MERCHANDISING OPERATIONS

LEVEL 3



**Jabatan Pembangunan Kemahiran  
Kementerian Sumber Manusia, Malaysia**

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## **ABBREVIATION**

ATL	Above The Line
B2B	Business to Business
B2C	Business to Consumer
BTL	Below The Line
DLT	Delivery Lead Time
DO	Delivery Order
EOQ	Economic Ordering Quantity
ETA	Estimated Time Arrival
FIFO	First In First Out
GMS	General Merchandise Store
GST	Goods & Services Tax
HOD	Head of Department
MDM	Master Data Management
MOQ	Minimum Order Quantity
PO	Purchase Order
POSM	Point of Sales Material
SKU	Stock Keeping Unit
SOP	Standard Operating Procedure
SRD	Space Range And Display

**STANDARD PRACTICE**  
**NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR**  
**RETAIL MERCHANDISING OPERATIONS**  
**LEVEL 3**

**1. INTRODUCTION**

According to Retail Group Malaysia (RGM), a group that compiles statistics for the Malaysian Retailers Association (MRA), retail sales in Malaysia are expected to grow at a faster rate this year – up 6.4% to RM94.4 billion from a growth rate of 5.5% to RM88 billion in 2012, driven by domestic demand. The growth projection is in line with the country's gross domestic product growth forecast of between 5% and 6% this year.

Malaysia's wholesale and retail sector continues to play a significant role in the economy, where domestic consumption makes up 67 to 70 per cent of GDP. At the heart of the sector is the tropical nation's love affair with cooled, commercial spaces, such as those found in megamalls, including hypermarkets, supermarkets and departments stores, which have seen profound growth in the past decade.

Today there are 121 hypermarkets, 113 superstores and 113 departmental stores owned by foreign and local companies. This sub-sector contributes to about 15 per cent of total retail earnings. Given this statistic and development in retail industry, the demand for skilled workers for this sector is also growing.

The abundant retailers in the country foster high levels of competition thus the operators must draft new plans either to build hypermarkets or stores in new location or to specialize in certain products and target particular income groups only. Consumers nowadays are thrifty and cautious in their spending; hence the retail sector is becoming price competitive. One of the biggest factors that pull and draw customers to the stores is the price. This is where merchandising department in headquarter operation play their role.

Retail merchandising is the process used in order to conduct retail sales. As part of the process, the merchandiser pays close attention to the types of products offered for sale, how to best present those products to consumers, and determining what a reasonable retail price is for each unit sold. While retailers have traditionally engaged in the task of retail merchandising in a physical location, the internet has now made it possible to apply these same basic principles in a virtual setting.

A report by National SME Development Council for the year 2012/13, stated that labour market conditions are projected to remain favourable in 2013. While the implementation of the Minimum Wage policy may lead to some adjustment by the affected firms to their workforce, overall employment conditions are expected to remain stable, mainly supported by strong labour demand from the domestic-oriented sectors.

Realizing the importance of retailing personnel training as a critical component in propelling the industry towards a fully professional occupation, the stakeholders of this industry have prepared various strategic plans and initiatives to focus on vocational training in producing highly skilled manpower needs for this sector.

In redefining the NOSS philosophy and the development of a new NOSS format, includes competency approaches that are formulated, and hence the retail merchandising competencies is not to be focused solely on core occupational responsibilities, but also on all aspects of the competencies in the related industry as holistic competencies in their employment and certain competencies or multi-tasking requirement are vital to be empowered in order to meet the industry needs.

The NOSS of Retail Merchandising Operations Level 3 is the standard specifically developed for skilled retail merchandising personnel. The competencies of these skilled workers are documented and later be adopted as a standard and reference for developing training programme curriculum, career advancement and qualification.

The availability of this NOSS enables the personnel involved to be qualified and their skills recognized by public and private sectors. This value-added recognition will enable the personnel to gain employment in distributive trade sector.

### **Justification of Level Shrinking and Area Merging**

Based on discussion among the industry experts, Level 1 and 2's job scope limited to data entry and maintenance. Hence, developing training standard for level 1 and 2 is impractical and undesirable by the industry. Therefore, panel of experts came with a consensus that in skills training it is recommended to shrink the levels and merge the areas into single tier entry of Level 3. This is in line with objective to produce multi-skill worker and ensure marketability of the apprentice / graduates.

### **References**

Jayaraman, P. (2013, August 20). Malaysia's retail sales to grow 6.4% this year. The Sun Daily. Retrieved from <http://www.thesundaily.my>

National SME Development Council, SME Annual Report 2012/13

## 2. OCCUPATIONAL STRUCTURE

SECTOR	DISTRIBUTIVE TRADE					
SUB SECTOR	RETAIL MANAGEMENT					
JOB AREA	HQ OPERATIONS (MERCHANDISING)					
SUB JOB AREA	MASTER DATA MANAGEMENT (MDM)	SPACE, RANGE AND DISPLAY (SRD)	BUYING & CATEGORY MANAGEMENT			
			HARDLINE	SOFTLINE	GROCERY	FRESH
L5	MASTER DATA MANAGEMENT (MDM) MANAGER	SPACE RANGE AND DISPLAY (SRD) MANAGER	MERCHANDISING MANAGER			
L4	MASTER DATA MANAGEMENT (MDM) EXECUTIVE	SPACE RANGE AND DISPLAY (SRD) EXECUTIVE	CATEGORY MANAGER / BUYER			
L3	MASTER DATA MANAGEMENT (MDM) SUPERVISOR	SPACE RANGE AND DISPLAY (SRD) SUPERVISOR	ASSISSTANT BUYER			
L2	MASTER DATA MANAGEMENT (MDM) ASSISTANT	SPACE RANGE AND DISPLAY (SRD) ASSISTANT	MERCHANDISING ASSISTANT			
L1	MASTER DATA MANAGEMENT (MDM) CLERK	SPACE RANGE AND DISPLAY (SRD) CLERK	MERCHANDISING CLERK			

Fig. 1.1 Occupational Structure for Distributive Trade sub-sector Retail Management in Malaysia

**Occupational Area Structure (OAS)**

SECTOR	DISTRIBUTIVE TRADE					
SUB SECTOR	RETAIL MANAGEMENT					
JOB AREA	HQ OPERATIONS (MERCHANDISING)					
SUB JOB AREA	MASTER DATA MANAGEMENT (MDM)	SPACE RANGE AND DISPLAY (SRD)	BUYING & CATEGORY MANAGEMENT			
			HARDLINE	SOFTLINE	GROCERY	FRESH
L5	RETAIL MERCHANDISING MANAGEMENT					
L4	RETAIL MERCHANDISING ADMINISTRATION					
L3	RETAIL MERCHANDISING OPERATIONS					
L2	EMBEDDED TO LEVEL 3					
L1	EMBEDDED TO LEVEL 3					

Fig. 1.2 Occupational Area Structure (OAS) for Distributive Trade sub-sector Retail Management in Malaysia

### **3. DEFINITION OF COMPETENCY LEVELS**

The NOSS is developed for various occupational areas. Candidates for certification must be assessed and trained at certain levels to substantiate competencies. Below is a guideline of each NOSS Level as defined by the Department of Skills Development, Ministry of Human Resources, Malaysia.

- Level 1: Competent in performing a range of varied work activities, most of which are routine and predictable.
- Level 2: Competent in performing a significant range of varied work activities, performed in a variety of contexts. Some of the activities are non-routine and required individual responsibility and autonomy.
- Level 3: Competent in performing a broad range of varied work activities, performed in a variety of contexts, most of which are complex and non-routine. There is considerable responsibility and autonomy and control or guidance of others is often required.
- Level 4: Competent in performing a broad range of complex technical or professional work activities performed in a wide variety of contexts and with a substantial degree of personal responsibility and autonomy. Responsibility for the work of others and allocation of resources is often present.
- Level 5: Competent in applying a significant range of fundamental principles and complex techniques across a wide and often unpredictable variety of contexts. Very substantial personal autonomy and often significant responsibility for the work of others and for the allocation of substantial resources features strongly, as do personal accountabilities for analysis, diagnosis, planning, execution and evaluation.

### **4. AWARD OF CERTIFICATE**

The Director General shall award, to any person upon completing successfully the NOSS program following skills level qualifications:

- a) Malaysia Skills Certificate / Sijil Kemahiran Malaysia (SKM) Level 1, 2 & 3
- b) Malaysia Skills Diploma / Diploma Kemahiran Malaysia (DKM) Level 4
- c) Malaysia Skills Advanced Diploma / Diploma Lanjutan Kemahiran Malaysia (DLKM) Level 5
- d) Statement of Achievement / Penyata Pencapaian (PC)

No person shall be awarded a Certificate unless he / she satisfies the requirements set by Malaysia Skills Certification System.



## **5. JOB COMPETENCIES**

Retail Merchandising Operations (Level 3) personnel competent in performing the following Core Competencies:

- Merchandise Procurement Coordination
- Master Data Maintenance
- Space, Range And Display (SRD) Maintenance
- Supply Chain Support (Merchandising)
- Marketing & Promotions Support (Merchandising)

## **6. WORKING CONDITION**

Merchandisers are expected to be creative and responsible for driving sales by creating product displays that stand out from the competition. They also must ensure products are accessible to customers. Merchandisers work with stock personnel to gather the items to be displayed; they also collaborate with salespeople to analyse business needs and determine which products to feature. Merchandisers must be creative, and often have artistic talents to create attractive displays. Some merchandisers use basic construction skills to build elaborate displays using special signage, shelves, cut-outs and lighting to increase product awareness.

Merchandisers must also communicate closely with retail store management to solve problems regarding shelf placement of a product, or incorrect pricing policies or signage. Merchandisers sometimes travel among a number of stores within a geographic area. They are usually scheduled to deliver products, create displays and rotate stock at each retail outlet on a daily basis. Merchandiser careers are suitable for those in good physical condition, since a great deal of their work day involves standing, walking, bending, reaching and lifting.

## **7. EMPLOYMENT PROSPECT**

The retail industry is a key sector of Malaysia's vibrant economy. There is an increasing focus on creating clear skills and career advancement routes to raise the professionalism of jobs, improve customer service and retail productivity to make the retail industry an attractive long-term employment option.

This course will train students exclusively in the processes, technologies and trends of retail operations. The training aims to help both large as well as small retailers in Malaysia to level up and bring world class service standards in the specialised field of retailing. Students will be exposed to a powerful set of concepts that will serve them, not just in a retailing career pathway, but in any business field they choose that requires serving customers and successfully meeting corporate goals.

## 8. CAREER ADVANCEMENT

Many employers train their workers on the job. Retail sales merchandisers must have an excellent understanding of the product, because they will be trying to sell it to retail stores and convince store owners to keep the product in stock. Retail sales merchandisers must also be prepared to travel, because they must often go to the client when selling or stocking their product. Merchandising experience may be beneficial, but is not generally required. Retail sales merchandisers must also prepare weekly and monthly sales reports. Thus, they should be considerably proficient with computer database programs.

Retailing offers exciting, challenging and rewarding career opportunities. The field of retail is large and opportunities for employment are available in many business organisations. With the multi-disciplinary skills and relevant shop-floor practice acquired from the course, it will be suitable for a wide range of retailing careers. In retail firms, career opportunities occur in the merchandising/buying, store management and corporate staff functions. It could also be Entrepreneurs in managing own businesses or be employed as Retail Supervisors, Retail Business Development Executives, Merchandisers, Visual Merchandisers, Marketing Executives and Retail Operations Executives. Corporate positions include accounting, finance, promotions and advertising, information and distribution systems, and human resource management.

## 9. SOURCES OF ADDITIONAL INFORMATION

### NATIONAL

- i. Kementerian Perdagangan Dalam Negeri, Koperasi Dan Kepenggunaan  
No.13, Persiaran Perdana,  
Presint 2, 62623 Putrajaya  
Tel : 1800-886-800  
Fax : +603-8882 5762  
Website : [webadmin@kpdnkk.gov.my](mailto:webadmin@kpdnkk.gov.my)
  
- ii. Malaysia Retailers Association (MRA)  
17-3 Jalan Dangang SB 4/3,  
Taman Sg.Besi Indah,  
43300 Seri Kembangan, Selangor  
Tel : 603-89414311  
Fax : 603-89414331  
Website : <http://www.mra.com.my>

- iii. Malaysian Retailer-Chains Association (MRCA)  
A-05-02,3,3A Block A, Level 5,  
Sky Park One City, Jalan USJ 25/1,  
47650 Subang Jaya, Selangor  
Tel : 03-5882 4333  
Fax : 1700-810-950  
Website : [www.mrca.org.my](http://www.mrca.org.my)
  
- iv. Asean Retail-Chains & Franchise Federation  
ARFF Malaysia Chapter Secretariat  
Block C-10-7 & 8, Menara Uncang Emas,  
85, Jalan Loke Yew  
55200 Kuala Lumpur  
Website : <http://www.arff.org.my/>
  
- v. AcNielsen (M) Sdn Bhd  
20th Floor Menara MPPJ Jalan Tengah  
46200 Petaling Jaya, Selangor  
Tel : 03-7956 2311

#### INTERNATIONAL

- i. Federation Of Asia-Pacific Retailers Association (FAPRA)  
NO., 25, Yuetan North Street, Xicheng District, Beijing, China  
Tel : (+86 10) 6839 1370  
Fax : (+86 10) 6839 1373  
Website : <http://www.fapra.com/>

## 10. ACKNOWLEDGEMENT

The Director General of DSD would like to extend his gratitude to the organisations and individuals who have been involved in developing this standard; especially members of Standard Technical Evaluation Committee (STEC) for validated this document.

<b>STANDARD TECHNICAL EVALUATION COMMITTEE (STEC)</b>		
1.	HALIM BIN HAMIM	OPERATIONS MANAGER MYDIN MOHAMED HOLDINGS BHD
2.	JAZMI BIN HASSAN	COMMERCIAL BIZ OPERATION MANAGER TESCO STORE (MALAYSIA) SDN BHD

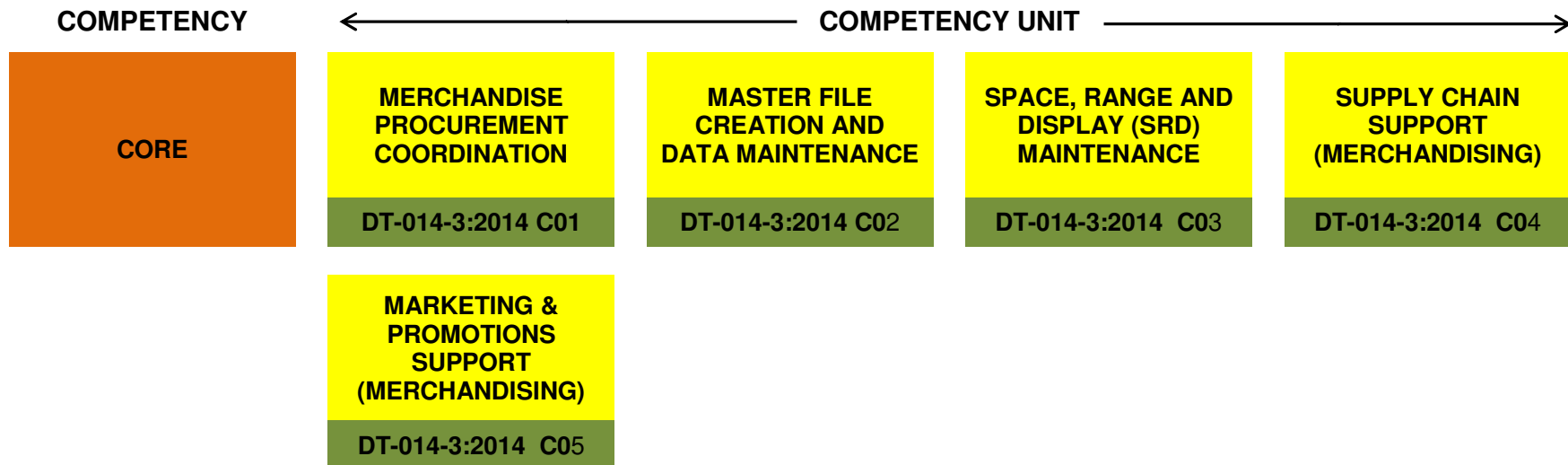
## 11. NOSS DEVELOPMENT COMMITTEE MEMBERS

### RETAIL MERCHANDISING OPERATIONS – LEVEL 3

<b>COMMITTEE</b>		
1.	NORMAN RAJEN BIN ABDULLAH	HEAD OF MERCHANDISING DEPARTMENT MYDIN MOHAMED HOLDING BERHAD
2.	MOHD IRWAN BIN AHMAD SANUSI	MANAGER BUSINESS SUPPORT (SUPPLY CHAIN) FELDA TRADING SDN BHD
3.	MOHD SAZALI BIN JELANI	FOODLINE MANAGER AEON CO (M) BERHAD
4.	MUHAMMAD AMINUDDIN BIN MOHD ALI	BUYING MANAGER MYDIN MOHAMED HOLDING BERHAD
5.	MOHAMAD AZHAR BIN ISMAIL	BUYING MANAGER TESCO STORES MALAYSIA SDN BHD
6.	MUZAMMIL BIN KASIM	MANAGER FELDA TRADING SDN BHD
7.	MOHD HARDI BIN HASAN	MERCHANDISER AEON CO (M) BERHAD
8.	SPANNEERSELUAM SAVARIMUTHU	BUSINESS DEVELOPMENT & TRAINING MANAGER HAJRIS HOLDING SDN BHD
9.	CHUA SIOK YOONG	REGULATORY AFFAIRS MANAGER FONTERRA BRANDS (M) SDN BHD
10.	TENGGU NILA PUTRI BINTI TENGGU ILHAM	INSTITUTE OF MARKETING MALAYSIA (IMM)
<b>FACILITATOR</b>		
1.	ABU MUSA MOHAMAD ISA	PRECIOUS GALAXY SDN BHD

## COMPETENCY PROFILE CHART (CPC)

<b>SECTOR</b>	<b>DISTRIBUTIVE TRADE</b>		
<b>SUB SECTOR</b>	<b>RETAIL MANAGEMENT</b>		
<b>JOB AREA</b>	<b>HQ OPERATIONS (MERCHANDISING)</b>		
<b>NOSS TITLE</b>	<b>RETAIL MERCHANDISING OPERATIONS</b>		
<b>JOB LEVEL</b>	<b>3</b>	<b>NOSS CODE</b>	<b>DT-014-3:2014</b>



## PROFILE (CP)

<b>SECTOR</b>	<b>DISTRIBUTIVE TRADE</b>			
<b>SUB SECTOR</b>	<b>RETAIL MANAGEMENT</b>			
<b>JOB AREA</b>	<b>HQ OPERATIONS (MERCHANDISING)</b>			
<b>NOSS TITLE</b>	<b>RETAIL MERCHANDISING OPERATIONS</b>			
<b>LEVEL</b>	<b>3</b>	<b>NOSS CODE</b>	<b>DT-014-3:2014</b>	
<b>CU Title</b>	<b>CU Code</b>	<b>CU Descriptor</b>	<b>CU Work Activities</b>	<b>Performance Criteria</b>
1. Merchandise Procurement Coordination	DT-014-3:2014 C01	<p>Merchandise Procurement Coordination is the competency to find, evaluate and engage suppliers of goods and services in order to conduct retail sales as per company's procurement policy and SOP.</p> <p>Competent personnel shall be able to conduct market study, source new product, compile procurement documentation, prepare vendor contract, create initial Purchase Order (PO), maintain product database and prepare new SKU listing &amp; new vendor report for branches.</p> <p>Efficiency in sourcing &amp; procurement will facilitate the retailer to be competitive in the local marketplace and ensure higher profits and the chance to secure</p>	1. Conduct market study	<p>1.1 Customer needs and market trend determined as per market survey &amp; research objectives</p> <p>1.2 Location for market survey / research determined as per market survey &amp; research objectives</p> <p>1.3 Survey / research for site visit, exhibition, product testing and questionnaire carried out as per selected research methodology</p> <p>1.4 Demand for specific product determined according to market survey finding</p> <p>1.5 Competitive range of pricing determined according to market survey finding</p> <p>1.6 Competitor strength and weaknesses determined according to market survey finding</p> <p>1.7 Packaging and accreditation for specific product determined according to market survey finding</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
		more products that will result in more sales.	<p>2. Source new product</p> <p>3. Compile procurement documentation</p> <p>4. Prepare vendor contract</p> <p>5. Create initial Purchase Order (PO)</p>	<p>2.1 Sourcing details interpreted as per work instruction</p> <p>2.2 Potential vendors determined according to specific Stock Keeping Unit (SKU)</p> <p>2.3 Vendor and product information gathered according to specific SKU</p> <p>3.1 Product profile data for Master Data Management (MDM) prepared</p> <p>3.2 Vendor data for Master Data Management (MDM) prepared</p> <p>3.3 Vendor code and trading term generated</p> <p>4.1 Common business agreement and business to business contract prepared according to company best practices</p> <p>4.2 Trading terms prepared according to company best practices and vendor proposal</p> <p>4.3 Vendor contract status conveyed to management and approval on prepared contract obtained</p> <p>4.4 Vendor informed on vendor contract and acceptance of vendor contract obtained</p> <p>5.1 Vendor registration creation confirmed</p> <p>5.2 Product registration creation confirmed</p>



CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			<p>6. Maintain product database</p> <p>7. Prepare new SKU listing &amp; new vendor report for branches</p>	<p>5.3 Purchase order produced</p> <p>5.4 Purchase order status conveyed to management and approval obtained</p> <p>6.1 Latest information and data from Master Data Management (MDM) and superior interpreted</p> <p>6.2 Generated MDM data checked to determine changes in product specifications, packaging, rebate, payment terms and etc.</p> <p>6.3 Product database updated, approval on updates obtained and approved updates submitted to MDM</p> <p>7.1 Data and information related to new SKU listing &amp; new vendor compiled</p> <p>7.2 Data and information related to new SKU listing &amp; new vendor consolidated according to available format</p> <p>7.3 New SKU listing &amp; new vendor report submitted to superior for approval</p> <p>7.4 Approved new SKU listing &amp; new vendor report submitted to Master Data Maintenance (MDM) and Space, Range and Display (SRD) for data creation</p> <p>7.5 Information distributed to branches</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
2. Master File Creation and Data Maintenance	DT-014-3:2014 C02	<p>Master File Creation and Data Maintenance is the competency of providing data of SKU or vendor to MDM.</p> <p>MDM is a comprehensive method of enabling an enterprise to link all its critical data to one file, called a master file that provide a common point of reference.</p> <p>The benefits of MDM paradigm increase as the number and diversity of organizational departments, workers roles and computing application expand.</p> <p>Competent personnel shall be able to perform vendor and product registration creation, prepare SKU or vendor data / information, generate MDM final analysis report, prepare recommendation for vendor / SKU delisting or SKU expansion and prepare product and vendor data maintenance report for MDM.</p> <p>Efficiency in handling Master File Creation and Data Maintenance will furnish critical applications with reliable, consolidated information to improve decision making and operational efficiency. It also can improve the efficiency and reducing</p>	<ol style="list-style-type: none"> <li>1. Perform vendor and product registration creation</li> <li>2. Prepare SKU or vendor data / information</li> <li>3. Generate MDM final analysis report</li> </ol>	<ol style="list-style-type: none"> <li>1.1 Product profile data gathered and updated in Master Data Management (MDM)</li> <li>1.2 Vendor profile data gathered and updated in Master Data Management (MDM)</li> <li>1.3 Vendor and product registration creation confirmed according to SOP</li> <li>2.1 Fast moving, slow moving and dead stock of specific SKU determined according to ABC - Z product analysis finding</li> <li>2.2 Percentage of margin from specific SKU determined according to margin analysis finding</li> <li>2.3 Total sales contribution determined according to sales analysis finding</li> <li>2.4 Overall vendor performance determined according to vendor performance analysis finding</li> <li>2.5 Duration period of SKU on shelf determined according to product aging and stock movement analysis finding</li> <li>2.6 Master Data Management (MDM) report generated according to required format</li> <li>3.1 Vendor positioning determined according to vendor performance analysis finding</li> </ol>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
		costs of the business.	<p>4. Prepare recommendation for vendor / SKU delisting or SKU expansion</p> <p>5. Prepare product and vendor data maintenance report for MDM</p>	<p>3.2 Product sales ranking determined according to sales analysis finding</p> <p>3.3 Purchase ranking determined according to specific SKU sales analysis finding</p> <p>3.4 Product margin ranking determined according to margin analysis finding</p> <p>3.5 Product aging ranking determined according to product aging analysis finding</p> <p>3.6 <i>Other income</i> contribution determined</p> <p>4.1 Identified non-performing vendor conveyed to management and recommendation on vendor delisting obtained in accordance with company's policy</p> <p>4.2 Identified non-performing SKU conveyed to management and recommendation on delisting obtained in accordance with company's policy</p> <p>5.1 Types of report such as product listing and delisting, vendor listing and delisting, existing product maintenance identified</p> <p>5.2 Data and information related to product and vendor data maintenance compiled</p> <p>5.3 Consolidate data and information related to product and vendor data maintenance according to</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
				available format 5.4 Product and vendor data maintenance report submitted to superior for approval 5.5 Approved new product and vendor data maintenance report submitted to Master Data Maintenance (MDM) and Space, Range and Display (SRD) for data creation 5.6 Information distributed to branches

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
3. Space, Range and Display (SRD) Maintenance	DT-014-3:2014 C02	<p>Space, Range and Display (SRD) Maintenance also known as planograms or schematic layouts are visual representations of a store's products or services display. They are considered a tool for visual merchandising. It is used by the store to increase sales and by suppliers to justify space allocated to brands and new product development. Planograms are a precise way of presenting new ideas for product placement, testing merchandising principles and understanding optimal inventory.</p> <p>Competent personnel shall be able to compile planogram design requirements data, coordinate planogram plotting requirements and prepare space productivity report.</p> <p>Efficiency in handling planogram design will increase sales and give the most popular product the best position and the store will make a fixtures look more aesthetically appealing to the customer.</p>	<ol style="list-style-type: none"> <li>1. Compile planogram design requirements data</li> <li>2. Coordinate planogram plotting requirements</li> <li>3. Prepare space productivity report</li> </ol>	<ol style="list-style-type: none"> <li>1.1 Store concept determined according to architecture drawing</li> <li>1.2 Floor layout determined according to architecture drawing</li> <li>1.3 Product classification determined according to Master Data Management (MDM) report</li> <li>1.4 SKU list determined according to Master Data Management (MDM) report</li> <li>2.1 Bay allocation determined according to product category</li> <li>2.2 SKU arrangement determined according to ABC – Z rating analysis</li> <li>2.3 Planogram plotting requirements organised according to planogram plan</li> <li>2.4 Feedback from every department obtained and planogram design proposed to management and approval obtained</li> <li>3.1 Volume, value and margin for specific SKU confirmed according to Master Data Management (MDM) report</li> <li>3.2 Space productivity determined according to Master Data Management (MDM) report and volume, value &amp; margin analysis finding</li> <li>3.3 Recommendation including re-</li> </ol>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
				vamp bay allocation, re-align product arrangement, relocate department and introduce new department / new SKU conveyed to management as to obtain approval
4. Supply Chain Support (Merchandising)	DT-014-3:2014 C04	<p>Supply Chain Support (Merchandising) is to support branch operations in obtaining sufficient goods from vendor to maximize sales and profit.</p> <p>Competent personnel shall be able to execute orders to branches, perform order fulfilment monitoring, perform repeat order based on action plan received from merchandising department and perform promotion order.</p> <p>Competency in handling supply chain support (merchandising) will enable trainee to be competent in operating system administration, documentations and ordering process.</p>	<p>1. Execute orders to branches</p> <p>2. Perform order fulfilment monitoring</p> <p>3. Perform repeat order</p>	<p>1.1 Vendor and product profile interpreted to determine item code</p> <p>1.2 Order quantity determined as per branch order requisition</p> <p>1.3 Delivery schedule interpreted to determine goods Estimated Time Arrival (ETA) at branch</p> <p>1.4 Branch delivery location information interpreted and confirmed</p> <p>1.5 Purchase Order (PO) generated according to SOP</p> <p>1.6 Order sent out according to SOP</p> <p>2.1 Fulfilment report interpreted to determine order fulfilled or under fulfilment</p> <p>2.2 Under fulfilment reasons identified and merchandising department and branches notified</p> <p>2.3 Action plan to resolve under fulfilment obtained from merchandising department</p> <p>3.1 New quantity and delivery date obtained as per action plan received from merchandising</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			4. Perform promotion order	<p>department</p> <p>3.2 New orders generated according to SOP</p> <p>3.3 Orders submitted to supplier according to SOP</p> <p>4.1 Promotion information obtained from merchandising department</p> <p>4.2 Purchase Order (PO) generated according to SOP</p> <p>4.3 Purchase Order (PO) submitted to supplier according to SOP</p>
5. Marketing & Promotions Support (Merchandising)	DT-014-3:2014 C05	<p>Marketing &amp; Promotions Support (Merchandising) is the activity of product selection and promotion strategy to fulfil the market trend and consumer behaviour and hence maximise sales and profitability.</p> <p>Competent personnel shall be able to source and identify product for promotion, gather information for promotion and prepare promotion proposal requirements.</p> <p>Competency in handling Marketing &amp; Promotions Support (Merchandising) will enable trainee to understand market trend &amp; strategy, consumer behaviour to fulfil the customer needs and hence increase the sales.</p>	<p>1. Source and identify product for promotion</p> <p>2. Gather information for promotion proposal</p>	<p>1.1 Promotion calendar obtained to determine promotional period and activities</p> <p>1.2 Suitable product identified for particular thematic</p> <p>1.3 Existing vendor identified for particular promotion</p> <p>1.4 New vendor identified for particular promotion</p> <p>1.5 Promotion deals secured with vendor according to promotion objectives, market demand and requirements</p> <p>2.1 Product promotion and information obtained to determine product description, cost of the product, promotion selling price, buying duration and promotion duration</p> <p>2.2 Actual product sample obtained</p> <p>2.3 Promotions mechanics and Below</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			<p>3. Prepare promotion proposal requirements</p>	<p>The Line (BTL) activities obtained and interpreted</p> <p>2.4 Promotion charges (income) obtained as per trading term or ad-hoc</p> <p>3.1 Promotion concept proposed as per marketing &amp; sales strategy</p> <p>3.2 Product for promotion proposed as per marketing &amp; sales strategy</p> <p>3.3 Pricing strategy proposed as per market survey findings</p> <p>3.4 Promotion period proposed based on promotion calendar</p> <p>3.5 Promotions mechanics proposed as per marketing &amp; sales strategy</p> <p>3.6 Order quantity proposed according to sales forecast &amp; strategy</p> <p>3.7 Estimated sales proposed based on market survey findings</p> <p>3.8 Estimated margin proposed as per sales projection &amp; profit margin calculation</p>



## CURRICULUM of COMPETENCY UNIT (CoCU)

<b>SECTOR</b>	<b>DISTRIBUTIVE TRADE</b>						
<b>SUB SECTOR</b>	<b>RETAIL MANAGEMENT</b>						
<b>JOB AREA</b>	<b>HQ OPERATIONS (MERCHANDISING)</b>						
<b>NOSS TITLE</b>	<b>RETAIL MERCHANDISING OPERATIONS</b>						
<b>COMPETENCY UNIT TITLE</b>	<b>MERCHANDISE PROCUREMENT COORDINATION</b>						
<b>LEARNING OUTCOME</b>	<p>The person who is competent in this competency unit shall be able to facilitate the retailer to be competitive in the local marketplace and ensure higher profits and the chance to secure more products that will result in more sales. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Conduct market study</li> <li>• Source new product</li> <li>• Compile procurement documentation</li> <li>• Prepare vendor contract</li> <li>• Create initial Purchase Order (PO)</li> <li>• Maintain product database</li> <li>• Prepare new SKU listing &amp; new vendor report for branches</li> </ul>						
<b>PRE-REQUISITE (if applicable)</b>							
<b>COMPETENCY UNIT ID</b>	DT-014-3:2014 C01	<b>LEVEL</b>	3	<b>TRAINING DURATION</b>	720	<b>SKILL CREDIT</b>	72
<b>Work Activities</b>	<b>Related Knowledge</b>	<b>Related Skills</b>	<b>Attitude/Safety/ Environmental</b>	<b>Training Hours</b>	<b>Delivery Mode</b>	<b>Assessment Criteria</b>	
1. Conduct market study	i. Market study resources such as <ul style="list-style-type: none"> <li>• Third party research agencies</li> <li>• In-house customer database</li> <li>• Governmental syndicated report – Statistic</li> </ul>	i. Access current market trend and future product demand data ii. Interpret current market trend and future product demand data iii. Identify list of product according to market and geographical	<u>Attitude:</u> i. Attentive to details ii. Time conscious in job delivery iii. Resourceful in gathering relevant information	<u>Related Knowledge</u> 22  <u>Related Skills</u>	<u>Related Knowledge</u> Lecture  <u>Related Skills</u>	i. Market study resources listed out and explained ii. Customer needs and market trend data listed out and explained	

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> <li>Department <ul style="list-style-type: none"> <li>– Ministry of Domestic Trade, Co-Operatives And Consumerism</li> </ul> </li> <li>ii. Customer needs and market trend data <ul style="list-style-type: none"> <li>• Historical data</li> <li>• Online data</li> <li>• Walk in customer survey</li> <li>• Customer question time</li> <li>• Retail audit report</li> </ul> </li> <li>iii. Market study methods such as <ul style="list-style-type: none"> <li>• Site visit</li> <li>• Exhibition</li> <li>• Product testing</li> <li>• Questionnaire</li> <li>• Business matching</li> </ul> </li> <li>iv. Raw data of market study finding <ul style="list-style-type: none"> <li>• Demand analysis</li> <li>• Price comparison</li> <li>• Competitor analysis</li> <li>• Product, packaging and accreditation</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>demand</li> <li>iv. Prepare raw data of product assortment</li> <li>v. Present market study report</li> </ul>		50	Demonstration & Observation	<ul style="list-style-type: none"> <li>iii. Market study methods listed out and explained</li> <li>iv. Raw data of market study finding described</li> </ul>



Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
3. Compile procurement documentation	i. New vendor or new product report requirements such as <ul style="list-style-type: none"> <li>• Vendor profile</li> <li>• Trading terms</li> </ul> ii. Product profile such as <ul style="list-style-type: none"> <li>• Packaging</li> <li>• Pricing</li> <li>• Statutory Bodies' Requirements and accreditation</li> <li>• Profit margin</li> </ul> iii. Sales & marketing plan <ul style="list-style-type: none"> <li>• Above The Line (ATL)</li> <li>• Below The Line (BTL)</li> </ul>	i. Prepare new vendor / new product report ii. Recommend potential vendor iii. Submit new vendor / new product report to superior for approval iv. Submit approved new vendor / new product report to MDM for data creation	<u>Attitude:</u> i. Meticulous in preparing new vendor / new product report for approval ii. Attentive to details	<u>Related Knowledge</u> 22  <u>Related Skills</u> 50	<u>Related Knowledge</u> Lecture  <u>Related Skills</u> Demonstration & Observation	i. New vendor or new product report generated ii. Product profile elaborated iii. Sales & marketing plan elaborated
4. Prepare vendor contract	i. General contract requirements and formats <ul style="list-style-type: none"> <li>• Common business agreement</li> <li>• Business To Business (B2B)</li> </ul> ii. Trading terms such as <ul style="list-style-type: none"> <li>• Purchase rebate</li> <li>• Payment terms</li> <li>• Distribution centre charges</li> <li>• Advertising and promotion fund</li> </ul>	i. Organise common business agreement and Business To Business (B2B) contract ii. Prepare trading terms iii. Convey vendor contract status to management iv. Obtain approval on prepared contract v. Inform vendor on vendor contract vi. Obtain acceptance of vendor contract	<u>Attitude:</u> i. Attentive to details in preparing vendor contract ii. Timely in completing task	<u>Related Knowledge</u> 22  <u>Related Skills</u> 50	<u>Related Knowledge</u> Lecture  <u>Related Skills</u> Demonstration & Observation	i. General contract requirements and formats generated ii. Trading terms listed out and explained

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> <li>Conditional and unconditional rebate</li> <li>Ullage (non-returnable)</li> <li>Non-fulfilment penalty charges</li> <li>Product liability insurance</li> </ul>					
5. Create initial Purchase Order (PO)	<ul style="list-style-type: none"> <li>i. Types of Purchase Order (PO) such as <ul style="list-style-type: none"> <li>Manual <ul style="list-style-type: none"> <li>By hand</li> <li>By fax</li> <li>By email</li> </ul> </li> <li>System <ul style="list-style-type: none"> <li>Business To Business (B2B)</li> </ul> </li> </ul> </li> <li>ii. Purchase Order (PO) standard contents <ul style="list-style-type: none"> <li>Vendor details</li> <li>Product details <ul style="list-style-type: none"> <li>Product description</li> <li>SKU code</li> <li>Bar Code</li> <li>Cost price</li> <li>Delivery date</li> <li>Purchase Order (PO) expiry date</li> <li>Delivery</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>i. Confirm vendor registration creation</li> <li>ii. Confirm product registration creation</li> <li>iii. Prepare Purchase Order (PO)</li> <li>iv. Submit Purchase Order (PO) for approval</li> </ul>	<p><u>Attitude:</u></p> <ul style="list-style-type: none"> <li>i. Meticulous and alert in creating initial Purchase Order (PO)</li> <li>ii. Accurate in presenting data</li> </ul>	<p><u>Related Knowledge</u></p> <p>22</p> <p><u>Related Skills</u></p> <p>50</p>	<p><u>Related Knowledge</u></p> <p>Lecture</p> <p><u>Related Skills</u></p> <p>Demonstration &amp; Observation</p>	<ul style="list-style-type: none"> <li>i. Types of Purchase Order (PO) listed out and explained</li> <li>ii. Purchase Order (PO) standard contents elaborated</li> </ul>

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
	address					
6. Maintain product database	i. Database maintenance requirements ii. MDM data changes <ul style="list-style-type: none"> <li>• Product specifications               <ul style="list-style-type: none"> <li>– Shelf life</li> <li>– Country of origin</li> <li>– Product accreditation</li> </ul> </li> <li>• Product packaging</li> <li>• Purchase rebate</li> <li>• Payment terms</li> <li>• Distribution centre charges</li> <li>• Advertising and promotion fund</li> <li>• Condition and unconditional rebate</li> <li>• Ullage (non-returnable)</li> <li>• Non fulfilment product charges</li> <li>• Product liability insurance</li> </ul>	i. Obtain latest information and data from MDM and superior ii. Check generated MDM data iii. Update superior on changes for approval and submit to MDM	<u>Attitude:</u> i. Systematic and well-organized in maintaining product database ii. Accurate and precise in handling data	<u>Related Knowledge</u> 22  <u>Related Skills</u> 50	<u>Related Knowledge</u> Lecture  <u>Related Skills</u> Demonstration & Observation	i. Database maintenance requirements described ii. MDM data changes generated

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
7. Prepare new SKU listing & new vendor report for branches	i. Standard contents of SKU listing & new vendor report such as: <ul style="list-style-type: none"> <li>• Price book updates</li> <li>• New product listing and delisting</li> <li>• New vendor listing and delisting</li> <li>• Floor layout amendment</li> <li>• SKU list</li> <li>• Target sales and promotion activities</li> <li>• Product profile</li> <li>• Central orders confirmation</li> <li>• Statutory bodies' requirements               <ul style="list-style-type: none"> <li>– Goods &amp; Services Tax (GST)</li> </ul> </li> </ul>	i. Compile data and information related to new SKU listing & new vendor ii. Consolidate data and information related to new SKU listing & new vendor iii. Submit new SKU listing & new vendor report to superior for approval iv. Submit approved new SKU listing & new vendor report to Master Data Maintenance (MDM) and Space, Range and Display (SRD) for data creation v. Distribute information to branches	<u>Attitude:</u> i. Resourceful in gathering relevant information ii. Accurate and concise in producing report	<u>Related Knowledge</u> 43  <u>Related Skills</u> 101	<u>Related Knowledge</u> Lecture  <u>Related Skills</u> Demonstration & Observation	i. Standard contents of SKU listing & new vendor report writing, format and contents applied

## Employability Skills

Core Abilities	Social Skills
<p>01.01 Identify and gather information.            01.02 Document information procedures or processes.            01.03 Utilize basic IT applications.            02.01 Interpret and follow manuals, instructions and SOP's.            02.02 Follow telephone/telecommunication procedures.            02.03 Communicate clearly.            02.04 Prepare brief reports and checklist using standard forms.            02.05 Read/Interpret flowcharts and pictorial information.            03.01 Apply cultural requirement to the workplace.            03.02 Demonstrate integrity and apply practical practices.            03.03 Accept responsibility for own work and work area.            03.04 Seek and act constructively upon feedback about work performance.            03.05 Demonstrate safety skills.            03.06 Respond appropriately to people and situations.            03.07 Resolve interpersonal conflicts.            06.01 Understand systems.            06.02 Comply with and follow chain of command.            06.03 Identify and highlight problems.            06.04 Adapt competencies to new situations/systems.            01.04 Analyse information.            01.06 Utilize word processor to process information.            02.07 Utilize Local Area Network (LAN)/Intranet to exchange information.            02.08 Prepare pictorial and graphic information.            03.08 Develop and maintain a cooperation within work group.            04.01 Organize own work activities.            04.02 Set and revise own objectives and goals.            04.03 Organize and maintain own workplace.            04.04 Apply problem solving strategies.            04.05 Demonstrate initiative and flexibility.            01.07 Utilize database applications to locate a process information.            01.08 Utilize spreadsheets applications to locate and process information.            01.09 Utilize business graphic application to process information.</p>	<ol style="list-style-type: none"> <li>1. Communication skills</li> <li>2. Conceptual skills</li> <li>3. Interpersonal skills</li> <li>4. Learning skills</li> <li>5. Leadership skills</li> <li>6. Multitasking and prioritising</li> <li>7. Self-discipline</li> <li>8. Teamwork</li> </ol>



01.10 Apply a variety of mathematical techniques. 01.11 Apply thinking skills and creativity. 02.09 Prepare flowcharts. 02.10 Prepare reports and instructions. 02.11 Convey information and ideas to people. 03.09 Manage and improve performance of individuals. 03.10 Provide consultations and counselling. 03.11 Monitor and evaluate performance of human resources. 03.12 Provide coaching/on-the-job training. 03.13 Develop and maintain team harmony and resolve conflicts. 03.14 Facilitate and coordinate teams and ideas. 03.15 Liase to achieve identified outcomes. 03.16 Identify and assess client/customer needs. 03.17 Identify staff training needs and facilitate access to training. 04.06 Allocate work. 04.07 Negotiate acceptance and support for objectives and strategies. 05.01 Implement project/work plans. 05.02 Inspect and monitor work done and/or in progress.	
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**Tools, Equipment and Materials (TEM)**

ITEMS	RATIO (TEM : Trainees)
1. Sample of MDM data	1:1
2. Sample of Purchase Order (PO)	1:1
3. Sample of SKU listing & new vendor report	1:1

## References

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## CURRICULUM of COMPETENCY UNIT (CoCU)

<b>SECTOR</b>	<b>DISTRIBUTIVE TRADE</b>						
<b>SUB SECTOR</b>	<b>RETAIL MANAGEMENT</b>						
<b>JOB AREA</b>	<b>HQ OPERATIONS (MERCHANDISING)</b>						
<b>NOSS TITLE</b>	<b>RETAIL MERCHANDISING OPERATIONS</b>						
<b>COMPETENCY UNIT TITLE</b>	<b>MASTER FILE CREATION AND DATA MAINTENANCE</b>						
<b>LEARNING OUTCOME</b>	<p>The person who is competent in this competency unit shall be able to furnish critical applications with reliable, consolidated information to improve decision making and operational efficiency. It also can improve the efficiency and reducing costs of the business. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Perform vendor and product registration creation</li> <li>• Prepare SKU or vendor data / information</li> <li>• Generate MDM final analysis report</li> <li>• Prepare recommendation for vendor / SKU delisting or SKU expansion</li> <li>• Prepare product and vendor data maintenance report for MDM</li> </ul>						
<b>PRE-REQUISITE (if applicable)</b>							
<b>COMPETENCY UNIT ID</b>	DT-014-3:2014 C02	<b>LEVEL</b>	3	<b>TRAINING DURATION</b>	270	<b>SKILL CREDIT</b>	27
<b>Work Activities</b>	<b>Related Knowledge</b>	<b>Related Skills</b>	<b>Attitude/Safety/ Environmental</b>	<b>Training Hours</b>	<b>Delivery Mode</b>	<b>Assessment Criteria</b>	
1. Perform vendor and product registration creation	i. Product profile data and vendor data <ul style="list-style-type: none"> <li>• Product description</li> <li>• Product specification</li> <li>• Product costing</li> <li>• Product retail price</li> <li>• Product margin</li> </ul> ii. Vendor and product registration creation format	i. Gather and update product profile data in Master Data Management (MDM) ii. Gather and update vendor profile data in Master Data Management (MDM) iii. Confirm vendor and product registration creation	<u>Attitude:</u> i. Systematic and well-organized in performing vendor and product registration creation ii. Resourceful in gathering relevant information	<u>Related Knowledge</u> 16  <u>Related Skills</u> 38	<u>Related Knowledge</u> Lecture  <u>Related Skills</u> Demonstration & Observation	i. Product profile data and vendor data listed put and explained ii. Vendor and product registration creation format and contents	

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
						applied
2. Prepare SKU or vendor data / information	i. Vendor profile analysis requirements <ul style="list-style-type: none"> <li>• ABC - Z product analysis (methods – volume, value, margin)               <ul style="list-style-type: none"> <li>– Fast moving</li> <li>– Moving</li> <li>– Slow moving</li> <li>– Dead stock</li> </ul> </li> <li>• Margin analysis</li> <li>• Sales analysis               <ul style="list-style-type: none"> <li>– by SKU</li> <li>– by retail group</li> <li>– by category</li> <li>– by department / division / branch / group</li> </ul> </li> <li>• Vendor performance analysis               <ul style="list-style-type: none"> <li>– Delivery fulfilment</li> <li>– Rebate analysis</li> <li>– Purchase analysis</li> <li>– Other income analysis</li> </ul> </li> <li>• Product Aging analysis</li> <li>• Stock movement</li> </ul>	i. Determine fast moving, slow moving and dead stock of specific SKU <ul style="list-style-type: none"> <li>ii. Determine percentage of margin from specific SKU</li> <li>iii. Determine total sales contribution</li> <li>iv. Determine overall vendor performance</li> <li>v. Determine duration period of SKU on shelf</li> <li>vi. Generate Master Data Management (MDM) report</li> </ul>	<u>Attitude:</u> <ul style="list-style-type: none"> <li>i. Resourceful in gathering relevant information</li> <li>ii. Systematic and well-organized in preparing SKU or vendor data / information</li> </ul>	<u>Related Knowledge</u> 16  <u>Related Skills</u> 38	<u>Related Knowledge</u> Lecture  <u>Related Skills</u> Demonstration & Observation	i. Fast moving, slow moving and dead stock of specific SKU listed out and described <ul style="list-style-type: none"> <li>ii. Percentage of margin from specific SKU calculated</li> <li>iii. Total sales contribution calculated</li> <li>iv. Overall vendor performance listed out and described</li> <li>v. Duration period of SKU on shelf determined</li> <li>vi. Master Data Management (MDM) report writing, format and contents applied</li> </ul>

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
	analysis					
3. Generate MDM final analysis report	<ul style="list-style-type: none"> <li>i. Vendor positioning such as <ul style="list-style-type: none"> <li>• Active</li> <li>• Non-active</li> <li>• Dormant</li> </ul> </li> <li>ii. Product sales ranking <ul style="list-style-type: none"> <li>• Top best</li> <li>• Top worst</li> </ul> </li> <li>iii. Purchase ranking <ul style="list-style-type: none"> <li>• Volume</li> <li>• Value</li> <li>• Margin</li> </ul> </li> <li>iv. Product margin ranking</li> <li>v. Product aging ranking <ul style="list-style-type: none"> <li>• Top best</li> <li>• Top worst</li> </ul> </li> <li>vi. Back-end margin / other income contribution <ul style="list-style-type: none"> <li>• Conditional rebate</li> <li>• Unconditional rebate</li> <li>• Advertising and Promotion fund</li> <li>• Target incentive</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>i. Determine vendor positioning</li> <li>ii. Determine product sales ranking</li> <li>iii. Determine purchase ranking</li> <li>iv. Determine product margin ranking</li> <li>v. Determine product aging ranking</li> <li>vi. Determine Back-end margin / other income contribution</li> <li>vii. Finalise MDM final analysis report</li> </ul>	<p><u>Attitude:</u></p> <ul style="list-style-type: none"> <li>i. Meticulous in generating MDM final analysis report</li> </ul>	<p><u>Related Knowledge</u> 24</p> <p><u>Related Skills</u> 57</p>	<p><u>Related Knowledge</u> Lecture</p> <p><u>Related Skills</u> Demonstration &amp; Observation</p>	<ul style="list-style-type: none"> <li>i. Vendor positioning explained</li> <li>ii. Product sales ranking explained</li> <li>iii. Purchase ranking explained</li> <li>iv. Product margin ranking explained</li> <li>v. Product aging ranking explained</li> <li>vi. Back-end margin / other income contribution explained</li> </ul>

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
4. Prepare recommendation for vendor / SKU delisting or SKU expansion	<ul style="list-style-type: none"> <li>i. Non-performing vendor list</li> <li>ii. Vendor delisting procedures</li> <li>iii. Non-performing SKU list</li> <li>iv. SKU delisting procedures</li> <li>v. SKU discontinued procedures</li> <li>vi. SKU expansion procedures</li> </ul>	<ul style="list-style-type: none"> <li>i. Obtain information from vendor on discontinued items</li> <li>ii. Obtain suggested delisting and expansion items from system</li> <li>iii. Compile and consolidate sales performance report</li> <li>iv. Present sales performance report for vendor delisting / expansion</li> <li>v. Submit approved sales performance report to MDM department for maintenance / updates</li> </ul>	<p><u>Attitude:</u></p> <ul style="list-style-type: none"> <li>i. Meticulous in preparing recommendation for vendor / SKU delisting or SKU expansion</li> <li>ii. Accurate and concise in producing report</li> </ul>	<p><u>Related Knowledge</u> 16</p> <p><u>Related Skills</u> 38</p>	<p><u>Related Knowledge</u> Lecture</p> <p><u>Related Skills</u> Demonstration &amp; Observation</p>	<ul style="list-style-type: none"> <li>i. Non-performing vendor list listed out and explained</li> <li>ii. Vendor delisting procedures explained</li> <li>iii. Non-performing SKU list listed out and explained</li> <li>iv. SKU delisting procedures explained</li> <li>v. SKU discontinued procedures explained</li> <li>vi. SKU expansion procedures explained</li> </ul>

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
5. Prepare product and vendor data maintenance report for MDM	i. Types of MDM report such as <ul style="list-style-type: none"> <li>• Product listing and delisting</li> <li>• Vendor listing and delisting</li> <li>• Existing product maintenance               <ul style="list-style-type: none"> <li>– Pricing</li> <li>– Sizing</li> <li>– Description</li> <li>– Bar coding</li> <li>– Unit measurement</li> </ul> </li> </ul> ii. Common contents of product and vendor data maintenance report such as <ul style="list-style-type: none"> <li>• Price book updates</li> <li>• New product listing and delisting</li> <li>• New vendor listing and delisting</li> <li>• Statutory bodies' requirements               <ul style="list-style-type: none"> <li>– Goods &amp; Services Tax (GST)</li> </ul> </li> </ul>	i. Identify types of report ii. Compile data and information related to product and vendor data maintenance iii. Consolidate data and information related to product and vendor data maintenance iv. Present product and vendor data maintenance report v. Submit approved new product and vendor data maintenance report to Master Data Maintenance (MDM) and Space, Range and Display (SRD) for data creation vi. Distribute new product and vendor information to branches	<u>Attitude:</u> i. Resourceful in preparing product and vendor data maintenance report for MDM ii. Accurate and concise in producing report	<u>Related Knowledge</u> 8  <u>Related Skills</u> 19	<u>Related Knowledge</u> Lecture  <u>Related Skills</u> Demonstration & Observation	i. Types of report writing, format and contents applied ii. Data and information related to product and vendor data maintenance described

## Employability Skills

Core Abilities	Social Skills
<p>01.01 Identify and gather information.            01.02 Document information procedures or processes.            01.03 Utilize basic IT applications.            02.01 Interpret and follow manuals, instructions and SOP's.            02.02 Follow telephone/telecommunication procedures.            02.03 Communicate clearly.            02.04 Prepare brief reports and checklist using standard forms.            02.05 Read/Interpret flowcharts and pictorial information.            03.01 Apply cultural requirement to the workplace.            03.02 Demonstrate integrity and apply practical practices.            03.03 Accept responsibility for own work and work area.            03.04 Seek and act constructively upon feedback about work performance.            03.05 Demonstrate safety skills.            03.06 Respond appropriately to people and situations.            03.07 Resolve interpersonal conflicts.            06.01 Understand systems.            06.02 Comply with and follow chain of command.            06.03 Identify and highlight problems.            06.04 Adapt competencies to new situations/systems.            01.04 Analyse information.            01.06 Utilize word processor to process information.            02.07 Utilize Local Area Network (LAN)/Intranet to exchange information.            02.08 Prepare pictorial and graphic information.            03.08 Develop and maintain a cooperation within work group.            04.01 Organize own work activities.            04.02 Set and revise own objectives and goals.            04.03 Organize and maintain own workplace.            04.04 Apply problem solving strategies.            04.05 Demonstrate initiative and flexibility.            01.07 Utilize database applications to locate a process information.            01.08 Utilize spreadsheets applications to locate and process information.</p>	<ol style="list-style-type: none"> <li>1. Communication skills</li> <li>2. Conceptual skills</li> <li>3. Interpersonal skills</li> <li>4. Learning skills</li> <li>5. Leadership skills</li> <li>6. Multitasking and prioritising</li> <li>7. Self-discipline</li> <li>8. Teamwork</li> </ol>



01.09 Utilize business graphic application to process information. 01.10 Apply a variety of mathematical techniques. 01.11 Apply thinking skills and creativity. 02.09 Prepare flowcharts. 02.10 Prepare reports and instructions. 02.11 Convey information and ideas to people. 03.09 Manage and improve performance of individuals. 03.10 Provide consultations and counselling. 03.11 Monitor and evaluate performance of human resources. 03.12 Provide coaching/on-the-job training. 03.13 Develop and maintain team harmony and resolve conflicts. 03.14 Facilitate and coordinate teams and ideas. 03.15 Liase to achieve identified outcomes. 03.16 Identify and assess client/customer needs. 03.17 Identify staff training needs and facilitate access to training. 04.06 Allocate work. 04.07 Negotiate acceptance and support for objectives and strategies. 05.01 Implement project/work plans. 05.02 Inspect and monitor work done and/or in progress.	
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**Tools, Equipment and Materials (TEM)**

ITEMS	RATIO (TEM : Trainees)
1. Sample of Product listing and delisting report	1:1
2. Sample of Vendor listing and delisting report	1:1
3. Sample of Existing product maintenance report	1:1
4. Data maintenance system software	1:25

## References

### REFERENCES

1. Robin Lewis and Michael Dart (2010), *The New Rules of Retail: Competing in the World's Toughest Marketplace*, ISBN-10: 0230105726, 13: 978-0230105720
2. Marshall Fisher, Ananth Raman (2010), *The New Science of Retailing: How Analytics are Transforming the Supply Chain and Improving Performance*, Harvard Business Review Press, ISBN-10: 1422110575, 13: 978-1422110577
3. Emmett Cox (2011), *Retail Analytics: The Secret Weapon* Hardcover, Wiley, ISBN-10: 1118099842, 13: 978-1118099841
4. Legal Research Board (2014), *Food Act 1983 & Regulations*, International Law Book Services, 978-967-89-2441-2
5. Legal Research Board (2001), *Malaysian Law on Poisons and Sale of Drugs*, International Law Book Services, 978-967-89-1214-3
6. Legal Research Board (2013), *Pesticides Act 1974 Regulations, Rules & Order*, International Law Book Services, 978-967-89-23331-0
7. Michael Levy, Barton A. Weitz (2012), *Retail Management*, Eight Edition, The McGraw-Hill Companies, ISBN: 978-1-259-01017-0, 1-259-01017-1

## CURRICULUM of COMPETENCY UNIT (CoCU)

<b>SECTOR</b>	<b>DISTRIBUTIVE TRADE</b>						
<b>SUB SECTOR</b>	<b>RETAIL MANAGEMENT</b>						
<b>JOB AREA</b>	<b>HQ OPERATIONS (MERCHANDISING)</b>						
<b>NOSS TITLE</b>	<b>RETAIL MERCHANDISING OPERATIONS</b>						
<b>COMPETENCY UNIT TITLE</b>	<b>SPACE, RANGE AND DISPLAY (SRD) MAINTENANCE</b>						
<b>LEARNING OUTCOME</b>	<p>The person who is competent in this competency unit shall be able to increase sales and give the most popular product the best position and the store will make a fixtures look more aesthetically appealing to the customer. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Compile planogram design requirements data</li> <li>• Coordinate planogram plotting requirements</li> <li>• Prepare space productivity report</li> </ul>						
<b>PRE-REQUISITE (if applicable)</b>							
<b>COMPETENCY UNIT ID</b>	DT-014-3:2014 C03	<b>LEVEL</b>	3	<b>TRAINING DURATION</b>	270	<b>SKILL CREDIT</b>	27
<b>Work Activities</b>	<b>Related Knowledge</b>	<b>Related Skills</b>	<b>Attitude/Safety/ Environmental</b>	<b>Training Hours</b>	<b>Delivery Mode</b>	<b>Assessment Criteria</b>	
1. Compile planogram design requirements data	i. The importance and function of Space Range And Display (SRD) communication pack ii. Store concept and format such as <ul style="list-style-type: none"> <li>• Hypermarket</li> <li>• Supermarket</li> <li>• General Merchandise Store (GMS) / Department Store</li> </ul>	i. Identify store concept ii. Identify floor layout iii. Identify product classification iv. Identify SKU list	<u>Attitude:</u> i. Systematic and well-organized in compiling planogram design requirements data ii. Resourceful in gathering relevant information	<u>Related Knowledge</u> 16  <u>Related Skills</u> 38	<u>Related Knowledge</u> Lecture  <u>Related Skills</u> Demonstration & Observation	i. The importance and function of Space Range And Display (SRD) communication pack listed out explained ii. Store concept and format interpreted iii. Assortment selection	

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> <li>• Convenient Store</li> <li>• Groceries Store</li> <li>• Specialty Store</li> <li>• Premium Store</li> </ul> <p>iii. Assortment selection based on store format and bay allocation such as</p> <ul style="list-style-type: none"> <li>• 'A' category product (basic fast moving products only)</li> <li>• 'A' &amp; 'B' category product (fast &amp; medium moving products only)</li> <li>• 'ABC' category product (full range of product)</li> </ul> <p>iv. Floor layout characterisation such as</p> <ul style="list-style-type: none"> <li>• Traffic flow identification</li> <li>• Consumer behaviour</li> <li>• Equipment and accessories / fixtures such as <ul style="list-style-type: none"> <li>– Bays</li> <li>– Shelving</li> <li>– Hooks and bars</li> <li>– Standees</li> <li>– Two / four</li> </ul> </li> </ul>					<p>based on store format and bay allocation listed out and explained</p> <p>iv. Floor layout characterisation described</p> <p>v. Product classification listed out and explained</p> <p>vi. SKU listing and selection method listed out and explained</p> <p>vii. Display technique listed out and explained</p>

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> <li>prong               <ul style="list-style-type: none"> <li>– Euro table</li> <li>– Multi deck chiller / freezer</li> <li>– Bain-marie</li> </ul> </li> <li>• Ambience</li> <li>v. Product classification such as               <ul style="list-style-type: none"> <li>• Department identification</li> <li>• Categories identification</li> <li>• Bay allocation</li> </ul> </li> <li>vi. SKU listing and selection method such as               <ul style="list-style-type: none"> <li>• By <i>ABC – Z</i> analysis                   <ul style="list-style-type: none"> <li>– By brand</li> <li>– By price</li> <li>– By size</li> <li>– By colour</li> </ul> </li> </ul> </li> <li>vii. Display technique               <ul style="list-style-type: none"> <li>• Normal home bay display                   <ul style="list-style-type: none"> <li>– Space allocation</li> </ul> </li> <li>• Promotion secondary display                   <ul style="list-style-type: none"> <li>– Platform</li> <li>– Offer bin</li> </ul> </li> </ul> </li> </ul>					





## Employability Skills

Core Abilities	Social Skills
<p>01.01 Identify and gather information.            01.02 Document information procedures or processes.            01.03 Utilize basic IT applications.            02.01 Interpret and follow manuals, instructions and SOP's.            02.02 Follow telephone/telecommunication procedures.            02.03 Communicate clearly.            02.04 Prepare brief reports and checklist using standard forms.            02.05 Read/Interpret flowcharts and pictorial information.            03.01 Apply cultural requirement to the workplace.            03.02 Demonstrate integrity and apply practical practices.            03.03 Accept responsibility for own work and work area.            03.04 Seek and act constructively upon feedback about work performance.            03.05 Demonstrate safety skills.            03.06 Respond appropriately to people and situations.            03.07 Resolve interpersonal conflicts.            06.01 Understand systems.            06.02 Comply with and follow chain of command.            06.03 Identify and highlight problems.            06.04 Adapt competencies to new situations/systems.            01.04 Analyse information.            01.06 Utilize word processor to process information.            02.07 Utilize Local Area Network (LAN)/Intranet to exchange information.            02.08 Prepare pictorial and graphic information.            03.08 Develop and maintain a cooperation within work group.            04.01 Organize own work activities.            04.02 Set and revise own objectives and goals.            04.03 Organize and maintain own workplace.            04.04 Apply problem solving strategies.            04.05 Demonstrate initiative and flexibility.            01.07 Utilize database applications to locate a process information.            01.08 Utilize spreadsheets applications to locate and process information.            01.09 Utilize business graphic application to process information.</p>	<ol style="list-style-type: none"> <li>1. Communication skills</li> <li>2. Conceptual skills</li> <li>3. Interpersonal skills</li> <li>4. Learning skills</li> <li>5. Leadership skills</li> <li>6. Multitasking and prioritising</li> <li>7. Self-discipline</li> <li>8. Teamwork</li> </ol>



01.10 Apply a variety of mathematical techniques. 01.11 Apply thinking skills and creativity. 02.09 Prepare flowcharts. 02.10 Prepare reports and instructions. 02.11 Convey information and ideas to people. 03.09 Manage and improve performance of individuals. 03.10 Provide consultations and counselling. 03.11 Monitor and evaluate performance of human resources. 03.12 Provide coaching/on-the-job training. 03.13 Develop and maintain team harmony and resolve conflicts. 03.14 Facilitate and coordinate teams and ideas. 03.15 Liase to achieve identified outcomes. 03.16 Identify and assess client/customer needs. 03.17 Identify staff training needs and facilitate access to training. 04.06 Allocate work. 04.07 Negotiate acceptance and support for objectives and strategies. 05.01 Implement project/work plans. 05.02 Inspect and monitor work done and/or in progress.	
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**Tools, Equipment and Materials (TEM)**

<b>ITEMS</b>	<b>RATIO (TEM : Trainees)</b>
1. Sample of Volume report	1:1
2. Sample of Value report	1:1
3. Sample of Margin report	1:1
4. Sample space productivity review report	1:1
5. Sample of planograms design	1:1

## References

### REFERENCES

1. Bhalla, S. & Anuraag S. (2010) Visual Merchandising. Tata McGraw-Hill Education. ISBN: 9780070153219
2. Ebster, C. & Garaus, M. (2011) Store Design and Visual Merchandising: Creating Store Space That Encourages Buying: Consumer Behavior Collection. Business Expert Press. ISBN: 9781606490945
3. Emmett Cox (2011), Retail Analytics: The Secret Weapon Hardcover, Wiley, ISBN-10: 1118099842, 13: 978-1118099841
4. Legal Research Board (2001), Malaysian Law on Poisons and Sale of Drugs, International Law Book Services, 978-967-89-1214-3
5. Legal Research Board (2013), Pesticides Act 1974 Regulations, Rules & Order, International Law Book Services, 978-967-89-23331-0
6. Legal Research Board (2014), Food Act 1983 & Regulations, International Law Book Services, 978-967-89-2441-2
7. Marshall Fisher, Ananth Raman (2010), The New Science of Retailing: How Analytics are Transforming the Supply Chain and Improving Performance, Harvard Business Review Press, ISBN-10: 1422110575, 13: 978-1422110577
8. Michael Levy, Barton A. Weitz (2012), Retail Management, Eight Edition, The McGraw-Hill Companies, ISBN: 978-1-259-01017-0, 1-259-01017-1
9. Robin Lewis and Michael Dart (2010), The New Rules of Retail: Competing in the World's Toughest Marketplace, ISBN-10: 0230105726, 13: 978-0230105720

## CURRICULUM of COMPETENCY UNIT (CoCU)

<b>SECTOR</b>	<b>DISTRIBUTIVE TRADE</b>						
<b>SUB SECTOR</b>	<b>RETAIL MANAGEMENT</b>						
<b>JOB AREA</b>	<b>HQ OPERATIONS (MERCHANDISING)</b>						
<b>NOSS TITLE</b>	<b>RETAIL MERCHANDISING OPERATIONS</b>						
<b>COMPETENCY UNIT TITLE</b>	<b>SUPPLY CHAIN SUPPORT (MERCHANDISING)</b>						
<b>LEARNING OUTCOME</b>	<p>The person who is competent in this competency unit shall be able to operate system administration, documentations and ordering process. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Execute orders to branches</li> <li>• Perform order fulfilment monitoring</li> <li>• Perform repeat order</li> <li>• Perform promotion order</li> </ul>						
<b>PRE-REQUISITE (if applicable)</b>							
<b>COMPETENCY UNIT ID</b>	DT-014-3:2014 C04	<b>LEVEL</b>	3	<b>TRAINING DURATION</b>	270	<b>SKILL CREDIT</b>	27
<b>Work Activities</b>	<b>Related Knowledge</b>	<b>Related Skills</b>	<b>Attitude/Safety/ Environmental</b>		<b>Training Hours</b>	<b>Delivery Mode</b>	<b>Assessment Criteria</b>
1. Execute orders to branches	i. Product profile data and vendor data such as <ul style="list-style-type: none"> <li>• Product description</li> <li>• Product specification</li> <li>• Product costing</li> <li>• Product retail price</li> <li>• Product margin</li> </ul> ii. Order quantity method <ul style="list-style-type: none"> <li>• ABC – Z analysis</li> </ul> iii. Delivery schedule <ul style="list-style-type: none"> <li>• Estimated Time</li> </ul>	i. Identify product to be ordered ii. Identify order quantity iii. Interpret vendor and product profile iv. Interpret delivery schedule v. Interpret branch delivery location information vi. Generate Purchase Order (PO) vii. Send out order	<u>Attitude:</u> i. Systematic and well-organized in executing orders to branches ii. Resourceful in gathering relevant information		<u>Related Knowledge</u> 16  <u>Related Skills</u> 38	<u>Related Knowledge</u> Lecture  <u>Related Skills</u> Demonstration & Observation	i. Product profile data and vendor data listed out and explained ii. Order quantity method explained iii. Delivery schedule described iv. Roles, functions and

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<p>Arrival (ETA)</p> <ul style="list-style-type: none"> <li>• Delivery Lead Time (DLT)</li> </ul> <p>iv. Roles, functions and requirements of Purchase Order (PO)</p> <p>v. Types of Purchase Order (PO) such as</p> <ul style="list-style-type: none"> <li>• Manual <ul style="list-style-type: none"> <li>– By hand</li> <li>– By fax</li> <li>– By email</li> </ul> </li> <li>• System <ul style="list-style-type: none"> <li>– Business To Business (B2B)</li> <li>– System direct access to vendor</li> </ul> </li> </ul>					<p>requirements of Purchase Order (PO) listed out and explained</p> <p>v. Types of Purchase Order (PO) listed out and explained</p>

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
2. Perform order fulfilment monitoring	i. Fulfilment report format <ul style="list-style-type: none"> <li>• System</li> <li>• Manual</li> </ul> ii. Fulfilment report classification such as <ul style="list-style-type: none"> <li>• Wrong vendor</li> <li>• Wrong cost pricing</li> <li>• Wrong product description</li> <li>• Wrong quantity</li> <li>• Nil delivery</li> <li>• Partial delivery</li> <li>• Shelf life</li> <li>• Quality defect</li> <li>• Vendor / manufacturer failure</li> </ul> iii. Under fulfilment action plan such as <ul style="list-style-type: none"> <li>• Penalty charges</li> <li>• Repeat orders</li> <li>• Vendor performance review</li> </ul>	i. Interpret fulfilment report ii. Identify under fulfilment reasons iii. Interpret action plan to resolve under fulfilment	<u>Attitude:</u> i. Maintain integrity in keeping track of order fulfilment ii. Alert in monitoring order fulfilment iii. Time and cost conscious in completing tasks	<u>Related Knowledge</u> 24  <u>Related Skills</u> 57	<u>Related Knowledge</u> Lecture  <u>Related Skills</u> Demonstration & Observation	i. Fulfilment report format and content applied ii. Fulfilment report classification writing format and content applied iii. Under fulfilment action plan listed out and explained

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
3. Perform repeat order	i. Types of repeat order <ul style="list-style-type: none"> <li>• Normal repeat order</li> <li>• Shortages</li> </ul> ii. Criteria to be considered when placing order <ul style="list-style-type: none"> <li>• Stock balance</li> <li>• Economic Order Quantity (EOQ)</li> <li>• Shelf life</li> </ul> iii. Repeat orders method according to SOP <ul style="list-style-type: none"> <li>• System</li> <li>• Manual</li> </ul>	i. Obtain new quantity ii. Obtain delivery date iii. Generate new orders iv. Submit orders to supplier	<u>Attitude:</u> i. Systematic and well-organized in performing repeat order ii. Accurate and precise in generating new orders	<u>Related Knowledge</u> 16  <u>Related Skills</u> 38	<u>Related Knowledge</u> Lecture  <u>Related Skills</u> Demonstration & Observation	i. Types of repeat order listed out and explained ii. Criteria to be considered when placing order described iii. Repeat orders method described
4. Perform promotion order	i. Types of promotion such as <ul style="list-style-type: none"> <li>• Advertised</li> <li>• In-store</li> <li>• Selected branches involved</li> <li>• Thematic</li> <li>• Seasonal</li> </ul> ii. Elements of promotion information such as <ul style="list-style-type: none"> <li>• Preferred vendor</li> <li>• Product SKU</li> <li>• Order quantity</li> <li>• Promotion cost</li> <li>• Buying and promotion period</li> </ul>	i. Interpret promotion information from superior ii. Generate Purchase Order (PO) iii. Submit promotion order	<u>Attitude:</u> i. Systematic and well-organized in performing promotion order ii. Accurate and precise in generating PO	<u>Related Knowledge</u> 24  <u>Related Skills</u> 57	<u>Related Knowledge</u> Lecture  <u>Related Skills</u> Demonstration & Observation	i. Types of promotion listed out and explained ii. Promotion information from merchandising department listed out and explained

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> <li>• Delivery schedule</li> <li>• Branch delivery location information</li> </ul>					

### Employability Skills

Core Abilities	Social Skills
01.01 Identify and gather information. 01.02 Document information procedures or processes. 01.03 Utilize basic IT applications. 02.01 Interpret and follow manuals, instructions and SOP's. 02.02 Follow telephone/telecommunication procedures. 02.03 Communicate clearly. 02.04 Prepare brief reports and checklist using standard forms. 02.05 Read/Interpret flowcharts and pictorial information. 03.01 Apply cultural requirement to the workplace. 03.02 Demonstrate integrity and apply practical practices. 03.03 Accept responsibility for own work and work area. 03.04 Seek and act constructively upon feedback about work performance. 03.05 Demonstrate safety skills. 03.06 Respond appropriately to people and situations. 03.07 Resolve interpersonal conflicts. 06.01 Understand systems. 06.02 Comply with and follow chain of command. 06.03 Identify and highlight problems. 06.04 Adapt competencies to new situations/systems. 01.04 Analyse information. 01.06 Utilize word processor to process information. 02.07 Utilize Local Area Network (LAN)/Intranet to exchange information. 02.08 Prepare pictorial and graphic information. 03.08 Develop and maintain a cooperation within work group. 04.01 Organize own work activities.	<ol style="list-style-type: none"> <li>1. Communication skills</li> <li>2. Conceptual skills</li> <li>3. Interpersonal skills</li> <li>4. Learning skills</li> <li>5. Leadership skills</li> <li>6. Multitasking and prioritising</li> <li>7. Self-discipline</li> <li>8. Teamwork</li> </ol>

<p>04.02 Set and revise own objectives and goals. 04.03 Organize and maintain own workplace. 04.04 Apply problem solving strategies. 04.05 Demonstrate initiative and flexibility. 01.07 Utilize database applications to locate a process information. 01.08 Utilize spreadsheets applications to locate and process information. 01.09 Utilize business graphic application to process information. 01.10 Apply a variety of mathematical techniques. 01.11 Apply thinking skills and creativity. 02.09 Prepare flowcharts. 02.10 Prepare reports and instructions. 02.11 Convey information and ideas to people. 03.09 Manage and improve performance of individuals. 03.10 Provide consultations and counselling. 03.11 Monitor and evaluate performance of human resources. 03.12 Provide coaching/on-the-job training. 03.13 Develop and maintain team harmony and resolve conflicts. 03.14 Facilitate and coordinate teams and ideas. 03.15 Liase to achieve identified outcomes. 03.16 Identify and assess client/customer needs. 03.17 Identify staff training needs and facilitate access to training. 04.06 Allocate work. 04.07 Negotiate acceptance and support for objectives and strategies. 05.01 Implement project/work plans. 05.02 Inspect and monitor work done and/or in progress.</p>	
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## Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Sample of Purchase Order (PO)	1:1
2. Sample of Fulfilment report	1:1
3. Sample of Repeat orders list	1:1
4. Sample of Promotion information	1:1

## References

REFERENCES
<ol style="list-style-type: none"><li>1. Emmett Cox (2011), Retail Analytics: The Secret Weapon Hardcover, Wiley, ISBN-10: 1118099842, 13: 978-1118099841</li><li>2. Legal Research Board (2001), Malaysian Law on Poisons and Sale of Drugs, International Law Book Services, 978-967-89-1214-3</li><li>3. Legal Research Board (2013), Pesticides Act 1974 Regulations, Rules &amp; Order, International Law Book Services, 978-967-89-23331-0</li><li>4. Legal Research Board (2014), Food Act 1983 &amp; Regulations, International Law Book Services, 978-967-89-2441-2</li><li>5. Marshall Fisher, Ananth Raman (2010), The New Science of Retailing: How Analytics are Transforming the Supply Chain and Improving Performance, Harvard Business Review Press, ISBN-10: 1422110575, 13: 978-1422110577</li><li>6. Michael Levy, Barton A. Weitz (2012), Retail Management, Eight Edition, The McGraw-Hill Companies, ISBN: 978-1-259-01017-0, 1-259-01017-1</li><li>7. Robin Lewis and Michael Dart (2010), The New Rules of Retail: Competing in the World's Toughest Marketplace, ISBN-10: 0230105726, 13: 978-0230105720</li><li>8. Wiehenbrauk, D. (2010) Collaborative Promotions: Optimizing Retail Supply Chains with Upstream Information Sharing: Volume 643 of Lecture Notes in Economics and Mathematical Systems. Springer Science &amp; Business Media. ISBN: 9783642133930</li></ol>

## CURRICULUM of COMPETENCY UNIT (CoCU)

<b>SECTOR</b>	<b>DISTRIBUTIVE TRADE</b>						
<b>SUB SECTOR</b>	<b>RETAIL MANAGEMENT</b>						
<b>JOB AREA</b>	<b>HQ OPERATIONS (MERCHANDISING)</b>						
<b>NOSS TITLE</b>	<b>RETAIL MERCHANDISING OPERATIONS</b>						
<b>COMPETENCY UNIT TITLE</b>	<b>MARKETING &amp; PROMOTIONS SUPPORT (MERCHANDISING)</b>						
<b>LEARNING OUTCOME</b>	<p>The person who is competent in this competency unit shall be able to understand market trend &amp; strategy, consumer behaviour to fulfil the customer needs and hence increase the sales. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Source and identify product for promotion</li> <li>• Gather information for promotion proposal</li> <li>• Prepare promotion proposal requirements</li> </ul>						
<b>PRE-REQUISITE (if applicable)</b>							
<b>COMPETENCY UNIT ID</b>	DT-014-3:2014 C05	<b>LEVEL</b>	3	<b>TRAINING DURATION</b>	270	<b>SKILL CREDIT</b>	27
<b>Work Activities</b>	<b>Related Knowledge</b>	<b>Related Skills</b>	<b>Attitude/Safety/ Environmental</b>	<b>Training Hours</b>	<b>Delivery Mode</b>	<b>Assessment Criteria</b>	
1. Source and identify product for promotion	i. The importance of promotion calendar ii. Types of promotion <ul style="list-style-type: none"> <li>• Advertised</li> <li>• In-store</li> <li>• Selected branches involved</li> <li>• Thematic</li> <li>• Seasonal</li> </ul> iii. Criteria to select product for particular thematic such as <ul style="list-style-type: none"> <li>• Popularity</li> </ul>	i. Interpret promotion calendar ii. Identify suitable product for particular thematic iii. Identify existing vendor for particular promotion iv. Identify new vendor for particular promotion v. Secure promotion deals with vendor	<u>Attitude:</u> i. Systematic and well-organized in sourcing and identifying product for promotion ii. Resourceful in gathering relevant information	<u>Related Knowledge</u> 32  <u>Related Skills</u> 76	<u>Related Knowledge</u> Lecture  <u>Related Skills</u> Demonstration & Observation	i. The importance of promotion calendar listed out and explained ii. Types of promotion listed out and explained iii. Criteria to select product for particular thematic listed	

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/ Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> <li>• Relevancy to thematic</li> <li>iv. Sales promotion history               <ul style="list-style-type: none"> <li>• product</li> <li>• vendor</li> <li>• pricing</li> <li>• promotion period</li> </ul> </li> <li>v. Sources to identify new vendor for particular promotion               <ul style="list-style-type: none"> <li>• Internet</li> <li>• Newspaper</li> <li>• Word of mouth</li> <li>• Market survey finding</li> </ul> </li> <li>vi. Promotion details dealing with vendor               <ul style="list-style-type: none"> <li>• Product range                   <ul style="list-style-type: none"> <li>– Cost and selling price</li> <li>– SKU</li> <li>– Exclusive packaging</li> <li>– Buying period</li> </ul> </li> <li>• Exclusive premium and activity                   <ul style="list-style-type: none"> <li>– Exclusive / Secondary display</li> </ul> </li> </ul> </li> </ul>					<p>out and explained</p> <p>iv. Sales promotion history described</p> <p>vii. Sources to identify new vendor for particular promotion listed out and explained</p> <p>viii. Promotion details dealing with vendor demonstrated</p>

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
2. Gather information for promotion proposal	i. Product promotion details <ul style="list-style-type: none"> <li>• Product description</li> <li>• Cost of the product</li> <li>• Promotion selling price</li> <li>• Buying duration</li> <li>• Promotion duration</li> </ul> ii. Procedure to request product sample from supplier iii. Promotions mechanics and Below The Line (BTL) activities <ul style="list-style-type: none"> <li>• Free gift with purchase</li> <li>• Purchase with purchase</li> <li>• Discount voucher</li> <li>• Road show activities</li> <li>• Product sampling (wet / dry)</li> <li>• Supporting promotion materials from vendor</li> </ul> iv. Promotion charges (income) as per trading term or ad-hoc <ul style="list-style-type: none"> <li>• Advertisement charges</li> <li>• Secondary types and display</li> </ul>	i. Interpret product promotion and information obtained ii. Evaluate actual product sample iii. Interpret promotions mechanics and Below The Line (BTL) activities iv. Compile promotion charges (income)	<u>Attitude:</u> i. Resourceful in gathering relevant information ii. Systematic and well-organized in presenting facts and figure	<u>Related Knowledge</u> 24  <u>Related Skills</u> 57	<u>Related Knowledge</u> Lecture  <u>Related Skills</u> Demonstration & Observation	i. Product promotion and information listed out and explained ii. Product sample request process listed out and explained iii. Promotions mechanics and Below The Line (BTL) activities listed out and explained iv. Promotion charges (income) as per trading term or ad-hoc listed out and explained

Work Activities	Related Knowledge	Related Skills	Attitude/Safety/Environmental	Training Hours	Delivery Mode	Assessment Criteria
	charges					
3. Prepare promotion proposal requirements	i. Promotion proposal contents and formats <ul style="list-style-type: none"> <li>• Promotion thematic</li> <li>• Product for promotion</li> <li>• Pricing strategy</li> <li>• Promotion period</li> <li>• Promotions mechanics</li> <li>• Order quantity</li> <li>• Estimated sales</li> <li>• Estimated margin</li> <li>• Sales projection &amp; profit margin calculation</li> </ul>	i. Identify promotion thematic ii. Recommend product for promotion iii. Recommend pricing strategy iv. Recommend promotion period v. Recommend promotions mechanics vi. Propose order quantity vii. Propose estimated sales viii. Propose estimated margin ix. Submit promotion proposal requirements for approval	<u>Attitude:</u> i. Articulate in presenting suggestions and recommendations ii. Accurate and concise in producing promotion proposal	<u>Related Knowledge</u> 24  <u>Related Skills</u> 57	<u>Related Knowledge</u> Lecture  <u>Related Skills</u> Demonstration & Observation	i. Promotion proposal contents and formats applied

## Employability Skills

Core Abilities	Social Skills
<p>01.01 Identify and gather information.            01.02 Document information procedures or processes.            01.03 Utilize basic IT applications.            02.01 Interpret and follow manuals, instructions and SOP's.            02.02 Follow telephone/telecommunication procedures.            02.03 Communicate clearly.            02.04 Prepare brief reports and checklist using standard forms.            02.05 Read/Interpret flowcharts and pictorial information.            03.01 Apply cultural requirement to the workplace.            03.02 Demonstrate integrity and apply practical practices.            03.03 Accept responsibility for own work and work area.            03.04 Seek and act constructively upon feedback about work performance.            03.05 Demonstrate safety skills.            03.06 Respond appropriately to people and situations.            03.07 Resolve interpersonal conflicts.            06.01 Understand systems.            06.02 Comply with and follow chain of command.            06.03 Identify and highlight problems.            06.04 Adapt competencies to new situations/systems.            01.04 Analyse information.            01.06 Utilize word processor to process information.            02.07 Utilize Local Area Network (LAN)/Intranet to exchange information.            02.08 Prepare pictorial and graphic information.            03.08 Develop and maintain a cooperation within work group.            04.01 Organize own work activities.            04.02 Set and revise own objectives and goals.            04.03 Organize and maintain own workplace.            04.04 Apply problem solving strategies.            04.05 Demonstrate initiative and flexibility.            01.07 Utilize database applications to locate a process information.            01.08 Utilize spreadsheets applications to locate and process information.            01.09 Utilize business graphic application to process information.</p>	<ol style="list-style-type: none"> <li>1. Communication skills</li> <li>2. Conceptual skills</li> <li>3. Interpersonal skills</li> <li>4. Learning skills</li> <li>5. Leadership skills</li> <li>6. Multitasking and prioritising</li> <li>7. Self-discipline</li> <li>8. Teamwork</li> </ol>

01.10 Apply a variety of mathematical techniques. 01.11 Apply thinking skills and creativity. 02.09 Prepare flowcharts. 02.10 Prepare reports and instructions. 02.11 Convey information and ideas to people. 03.09 Manage and improve performance of individuals. 03.10 Provide consultations and counselling. 03.11 Monitor and evaluate performance of human resources. 03.12 Provide coaching/on-the-job training. 03.13 Develop and maintain team harmony and resolve conflicts. 03.14 Facilitate and coordinate teams and ideas. 03.15 Liase to achieve identified outcomes. 03.16 Identify and assess client/customer needs. 03.17 Identify staff training needs and facilitate access to training. 04.06 Allocate work. 04.07 Negotiate acceptance and support for objectives and strategies. 05.01 Implement project/work plans. 05.02 Inspect and monitor work done and/or in progress.	
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**Tools, Equipment and Materials (TEM)**

ITEMS	RATIO (TEM : Trainees)
1. Sample of promotion calendar	1:1
2. Sample of product promotion and information	1:1
3. Sample of promotion proposal	1:1

## References

### REFERENCES

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**SUMMARY OF TRAINING DURATION FOR  
RETAIL MERCHANDISING OPERATIONS LEVEL 3**

CU ID	COMPETENCY UNIT TITLE	WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	HOURS	TOTAL
			(A)	(B)	(A+B)	(HOURS)
CU 1	PROCUREMENT COORDINATION	Conduct market study	22	50	72	720
		Source new product	65	151	216	
		Compile procurement documentation	22	50	72	
		Prepare vendor contract	22	50	72	
		Create initial Purchase Order (PO)	22	50	72	
		Maintain product database	22	50	72	
		Prepare new SKU listing & new vendor report for branches	43	101	144	
CU 2	MASTER DATA MAINTENANCE	Perform vendor and product registration creation	16	38	54	270
		Prepare SKU or vendor data / information	16	38	54	
		Generate MDM final analysis report	24	57	81	
		Prepare recommendation for vendor / SKU delisting or SKU expansion	16	38	54	
		Prepare product and vendor data maintenance report for MDM	8	19	27	
CU 3	SPACE, RANGE AND DISPLAY (SRD) MAINTENANCE	Compile planogram design requirements data	16	38	54	270
		Coordinate planogram plotting requirements	32	76	108	
		Prepare space productivity report	32	76	108	
CU 4	SUPPLY CHAIN SUPPORT (MERCHANDISING)	Execute orders to branches	16	38	54	270
		Perform order fulfilment monitoring	24	57	81	
		Perform repeat order	16	38	54	

CU ID	COMPETENCY UNIT TITLE	WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	HOURS	TOTAL
			(A)	(B)	(A+B)	(HOURS)
		Perform promotion order	24	57	81	
CU 5	MARKETING & PROMOTIONS SUPPORT (MERCHANDISING)	Source and identify product for promotion	32	76	108	270
		Gather information for promotion proposal	24	57	81	
		Prepare promotion proposal requirements	24	57	81	
<b>TOTAL HOURS (Core Competencies)</b>			<b>540</b>	<b>1260</b>	<b>1800</b>	<b>1800</b>