SFLSOP006 Display and merchandise floristry products

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan for, display and merchandise floristry stock items made for general sale as well as flowers, plants, perishable and non-perishable ancillary merchandise.

This unit applies to those floristry industry businesses which have a shop front presence or a display area to promote products including traditional retailers and online businesses that operate a retail outlet. It applies to florists who work with some level of independence and under limited supervision and guidance from others.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Sales and Operations

Unit Sector

Floristry

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Identify display requirements.	1.1 Determine promotional purpose of display and generate initial ideas for style.
	1.2 Discuss ideas with relevant personnel, seek advice and confirm display requirements.
	1.3 Consider and apply elements and principles of design when generating display ideas.
	1.4 Choose and adjust display area to best meet identified purpose; consider space and environmental constraints.

	1.5 Develop a simple plan, itemising display components.
2. Select display components.	2.1 Recognise and select flower and plant materials, ancillary and presentation items and sort in preparation for display.
	2.2 Check that flower and plant materials have been correctly prepared and conditioned.
	2.3 Recognise and report any spoilt materials and rectify according to level of individual responsibility
3. Display floristry stock and merchandise.	3.1 Prepare correct environmental conditions for display.
	3.2 Display floristry products considering and applying elements and principles of design.
	3.3 Ensure displays achieve a balanced, fully stocked appearance.
	3.4 Identify fragile, perishable or expensive stock and display with extra care to prevent damage or spoilage.
4. Prepare and arrange display labels and tickets.	4.1 Prepare product labels and price tickets using electronic equipment or neatly by hand.
	4.2 Place product labels and price tickets visibly on or near merchandise.
	4.3 Maintain correct and current pricing information for merchandise; correct and report errors.
5. Refine and rotate displays.	5.1 Review displays and refine as required.
	5.2 Ensure display meets promotional purpose; monitor sales and adjust as required.
	5.3 Rotate displayed flowers, plant materials and perishable goods for maximum use according to vase life and expiration dates.
	5.4 Replenish displays to ensure maximum sales.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed below:

Skill	Description
Reading skills to:	• interpret detailed organisational procedures for pricing.
Oral communication skills to:	• ask open and closed probe questions and actively listen to clarify display purpose and seek ideas for and feedback on displays.
Numeracy skills to:	• complete calculations for the display quantity of flower, plant and other materials

	•	calculate the dimensions of display areas and appropriate size of displays to suit
	•	interpret basic pricing information from in-house documents.
Teamwork skills to:	•	discuss display ideas with other florists and take account of their feedback.
Planning and organising skills to:	•	complete preparation and display activities in a logical and time-efficient sequence using a simple plan to guide activities.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -
https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1fbe7a66-4c60-4b1c-8616-a3e693d9d8b9