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INDUSTRIAL MERCHANDISER



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LEARNER GUIDE

National Vocational Certificate Level 3

Version 1 - November, 2019



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INDUSTRIAL MERCHANDISER



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Introduction

Welcome to your Learner's Guide for the *INDUSTRIAL MERCHANDISER* Programme. It will help you to complete the programme and to go on to complete further study or go straight into employment.

The *INDUSTRIAL MERCHANDISER* programme is to engage young people with a programme of development that will provide them with the knowledge, skills and understanding to start this career in Pakistan. The programme has been developed to address specific issues, such as the national, regional and local cultures, the manpower availability within the country, and meeting and exceeding the needs and expectations of their customers.

The main elements of your learner's guide are:

- **Introduction:**
 - This includes a brief description of your guide and guidelines for you to use it effectively
- **Modules:**
 - The modules form the sections in your learner's guide
- **Learning Units:**
 - Learning Units are the main sections within each module
- **Learning outcomes:**
 - Learning outcomes of each learning units are taken from the curriculum document
- **Learning Elements:**
 - This is the main content of your learner's guide with detail of the knowledge and skills (practical activities, projects, assignments, practices etc.) you will require to achieve learning outcomes stated in the curriculum
 - This section will include examples, photographs and illustrations relating to each learning outcome
- **Summary of modules:**
 - This contains the summary of the modules that make up your learner's guide
- **Frequently asked questions:**
 - These have been added to provide further explanation and clarity on some of the difficult concepts and areas. This further helps you in preparing for your assessment.
- **Multiple choice questions for self-test:**
 - These are provided as an exercise at the end of your learner's guide to help you in preparing for your assessment.

INDUSTRIAL MERCHANDISER



Module-P
LEARNER GUIDE
National Vocational Certificate Level 3

Version 1 - November, 2019

Module P: 0414001008 Identify Vendor

Objective of the module: is to develop advanced knowledge, skills and understanding for identifying Vendor.

Duration 120 hours **Theory:** 24 hours **Practical:** 96 hours

Learning Unit	Learning Outcomes	Learning Elements	Materials Required
LU1: Determine Merchandising Requirements	The student will be able to: 1. Prepare a list of all relevant Raw Materials 2. Calculate the required quantities 3. Establish target prices for Raw Material	<ul style="list-style-type: none"> • Knowledge of Raw Material <ul style="list-style-type: none"> ○ Define raw material ○ Explain types of raw material • Preparing a list of all relevant Raw Materials <ul style="list-style-type: none"> ○ Explain steps for making list of raw material ○ Steps for choosing relevant raw material • Knowledge and understanding of formulas' to calculate the required quantities • Implementation of formulas' to calculate the required quantities • Knowledge of Target price <ul style="list-style-type: none"> ○ What is price ○ What is concept of target price ○ How we can select target price ○ Explain steps for establishing target price of raw material 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system

	<p>4. Calculate economic order quantity</p>	<ul style="list-style-type: none"> • Introduction of Economic Order Quantity <ul style="list-style-type: none"> ○ Define economic order quantity ○ Why it is needed • Implementation of relevant formulas' to calculate economic order quantity 	
<p>LU2: Select Vendor as per requirement and criteria</p>	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Prepare a contact list of vendors to establish communication. 2. Identify key elements of vendor as per requirement (product quality, production capacity, market repute, reliability, financial stability, etc.) ○ Prepare vendor evaluation form 	<ul style="list-style-type: none"> • Knowledge of Business Communication <ul style="list-style-type: none"> ○ Define business communication ○ Define vendor • Enlist the vendors according to the requirements of Material • Knowledge of key elements of vendor as per requirement (product quality, production capacity, market repute, reliability, financial stability, etc.) <ul style="list-style-type: none"> ○ Explain key element for vendor ○ Explain the importance of these key elements • Evaluation of key elements of vendor as per requirement (product quality, production capacity, market repute, reliability, financial stability, etc.) • Knowledge of vendor evaluation form (production capacity, financial stability, quality, on time delivery, 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system

	(production capacity, financial stability, quality, on time delivery, product cost, etc.)	product cost, etc.) <ul style="list-style-type: none">○ Preparing vendor evaluation form (production capacity, financial stability, quality, on time delivery, product cost, etc.)	
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Examples and illustrations

No. _____

Dated _____

Supplier/ Vendor Evaluation Form

1. General:

- i. Name of Supplier/ Vendor: _____
- ii. Address of Supplier/ Vendor: _____
- iii. Contact Person: _____
- iv. Phone No. _____
- v. Fax No. _____
- vi. Email: _____
- vii. Web Address: _____
- viii. Year of Establishment: _____
- ix. Facility Size: _____
- x. Category: Materials Services

2. Manufacturing Facility/ Process Facility

- i. Does the supplier/ vendor has adequate machinery and equipment to supply materials/ services? Yes No
- ii. Describe available machinery/ equipment:

Sr. #	Description	No.	State of Maintenance
a			
b			
c			
d			
e			
- iii. Does the supplier/ vendor maintain a maintenance schedule? Yes No
- iv. Does the supplier/ vendor has adequate knowledge of the manufacturing processes carried out by him? Yes No

- v. Does the supplier/ vendor maintain technical files on the manufacturing processes carried out by them? Yes No
- vi. Are tools, dies, jigs reconfirmed for compliance with manufacturing specifications after prescribed intervals? Yes No

3. Raw Material & Process Consumables Procurement

- i. Are raw materials and process consumables are tested/ certified at the time of procurement as per required specifications? Yes No
- ii. Is record of raw materials and process consumables maintained? Yes No

4. Workmanship, Training, etc.

- i. Are employees recruited on the basis of a defined job description? Yes No
- ii.
 - a. Are employees provided with any training to perform a specified job? Yes No
 - b. If the answer is yes, what type of training?

Outside Training	In-house Training	On job Training	Apprenticeship
------------------	-------------------	-----------------	----------------
- iii. Are employees properly briefed about the manufacturing processes to be carried out by them? Yes No
- iv. Are the craftsmanship/ workmanship of employees satisfactory? Yes No

5. Shop Floor Management

- i. Is the working area designed according to process flow? Yes No
- ii. Are work stations designed to facilitate the process flow and manufacturing requirements? Yes No
- iii. Please indicate the sufficiency of the following:

a. Space for each work station	<input type="checkbox"/> Yes	<input type="checkbox"/> No
b. Lighting arrangements	<input type="checkbox"/> Yes	<input type="checkbox"/> No
c. Air ventilation	<input type="checkbox"/> Yes	<input type="checkbox"/> No
d. Dust collection	<input type="checkbox"/> Yes	<input type="checkbox"/> No

e. Cleanliness Yes No

f. Arrangement of tools Yes No

iv. Please indicate the sufficiency of the following:

a. Temperature control Yes No

b. Chemical hazard control Yes No

c. Electricity hazard control Yes No

v. Do they equip workers with protective equipment appropriate to the work they do? Yes No

vi. Do they have written working instructions for each machine or tool? Yes No

How they make sure that workers understand those instructions? _____

vii. Is machinery provided with adequate safety guards? Yes No

viii. Do they have written procedures for storage, use and disposal of chemicals in a language that workers understand? Yes No

6. Quality Management System:

i. Do they have Quality Manual covering Quality Policy, Quality Objectives and Standard Operating Procedures (SOPs)? Yes No

If answer is yes, which certification do they have? _____
(Obtain copy of certificate for record)

ii. Is Quality Policy displayed at proper places? Yes No

7. Suppliers/ Sub-Contractors:

i. Do they have an approved list of material/ service suppliers? Yes No

ii. Do they have any record demonstrating that the sub-contractors have monitored the working and environmental conditions meeting relevant standards? Yes No

8. Employment:

i. What is the employment procedure (i.e. the final recruiting authority etc.)?

ii. Do they have a signed copy of contract of employment with each worker? Yes No

iii. Are workers informed about their legal rights as employees? Yes No

If answer is yes, by which method they are informed? _____

iv. Do they hold workers' original identification documents? Yes No

v. Does management require medical examination as a condition for employment? Yes No

If yes, what kind of examination it requires? _____

vi. Who has access to test results of the examination? _____

vii. What is employee turn over rate? _____

viii. Do they keep an up-to-date list of employees? Yes No

9. Child Labor:

i. Do they have a policy on Child labor? Yes No

ii. What is the legal minimum working age? _____

iii. What is the minimum working age in production facility? _____

iv. Do they possess evidence of the date of birth of each worker? Yes No

If yes, which kind of evidence do they hold? _____

v. Do they keep a list of workers under the age of 18? Yes No

vi. Do workers under the age of 18 operate machines? Yes No

vii. Do workers under the age of 18 work overtime or at night? Yes No

viii. Are workers under the age of 18 in contact with chemicals? Yes No

ix. Do workers under the age of 18 receive regular medical examination? Yes No

10. Working Hours, Wages & Accommodation:

- i. What is the standard working hours (excluding overtime) in a week? _____
- ii. How many shifts per day does your plant normally work? _____
- iii. How many hours of overtime per week? _____
- iv. What is the maximum number of hours that employees work in a week? _____
- v. How many days off do workers have per week? _____
- vi. Do they keep records of the hours worked by each worker every week? Yes No
- vii. Please specify system of payment?
 Piece Rate Hourly Per month
- viii. How often do workers get paid (pay period)? _____
- ix. Do workers receive paid sick leave and paid annual leave? Yes No
- x. Do they provide accommodation for workers? Yes No
- xi. Is drinking water available to workers during work hours? Yes No

11. Disciplinary Procedures:

- i. Do they have a policy of disciplinary actions? Yes No
- ii. Are all the workers informed about the company's disciplinary procedures? Yes No
If yes, which methods do they use to ensure that all workers are informed about the policy and understand the disciplinary procedures? _____
- iii. Do they keep a log/ record of all disciplinary actions? Yes No

12. Health and Safety:

- i. Do they have a policy on health and safety? Yes No
- ii. Do they carry out health and safety risk assessments? Yes No

- iii. Have they developed plans for continual improvement based on risk assessments and accident logs? Yes No
- iv. Do they have a fire alarm that can be heard in all areas of the production site? Yes No
If yes, is the alarm regularly tested? Yes No
- v. Is the workplace provided with emergency exits? Yes No
- vi. How often do they check their fire fighting equipment? _____
- vii. May workers access first aid equipment in the workplace during all shifts? Yes No
- viii. Are medically competent personnel within reach if an accident occurs? Yes No

13. Financial Strength:

- i. Is the supplier/ vendor financially strong enough to manage a secure supply chain? Yes No
- ii. Does the supplier/ vendor maintain a bank account and accept payments through bank transfer? Yes No
- iii. Does the supplier/ vendor in a position to extend supplies on credit? Yes No
If the answer is Yes, for what period? _____

14. Comments and General Observations:

15. Evaluation done by:

- i. Procurement Manager: Name _____ Signature _____
- ii. Production Manager: Name _____ Signature _____
- iii. Quality Manager: Name _____ Signature _____

16. Approved as Supplier by:

CEO: Name _____ Signature _____
Dated _____

Instructions:

1. This evaluation form is to be used to approve suppliers in compliance with quality management system.
2. The evaluation team may consist of any or all of procurement manager, production manager and quality manager depending upon the nature of material/ service to be procured.
3. Once approved by the management, the supplier/ vendor should be included in approved list of suppliers as required to be maintained under quality management system.
4. A complete check is to be performed each year at the beginning of each calendar year.
5. Copies of evaluation and approval would remain available with procurement manager, quality manager and accounts department. However, permanent record shall be kept by the quality manager.

INDUSTRIAL MERCHANDISER



Module-Q
LEARNER GUIDE
National Vocational Certificate Level 3

Version 1 - November, 2019

Module Q: 0414001009 Perform Product Costing

Objective of the module: is to get knowledge, skills and understanding to Perform Product Costing

Duration 70 hours **Theory:** 14 hours **Practical:** 56 hours

Learning Unit	Learning Outcomes	Learning Elements	Materials Required
<p>LU1: Calculate Direct Costs</p>	<p>The student will be able to:</p> <ol style="list-style-type: none"> 1. Calculate material consumption <ul style="list-style-type: none"> • Fabric consumption • Yarn consumption • Accessories consumption • Packaging consumption 2. Calculate process cost <ul style="list-style-type: none"> • Finishing cost (Dying, printing, washing, etc.) • Production cost (Stitching, cutting, embroidery, etc.) • Packaging cost 3. Calculate dispatch cost (EX Factory, FOB, CNF, CIF, etc.) 	<ul style="list-style-type: none"> • Knowledge of Material consumed (Fabric Yarn, packaging, etc.) <ul style="list-style-type: none"> ○ Define consumed material ○ Explain different types of material consumed • Knowledge and understanding of formulas' to calculate the consumed materials • Implementation of formulas' to calculate the consumed materials • Knowledge of Process Cost (Finishing cost and production cost) • Knowledge and understanding of formulas' to calculate the Process Cost • Implementation of formulas' to calculate the Process Cost • Knowledge of dispatch cost (EX Factory, FOB, CNF, CIF, etc.) <ul style="list-style-type: none"> ○ Define dispatch cost ○ Explain different dispatch cost 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system

		<ul style="list-style-type: none"> ○ 7Explain use of different dispatch cost • Knowledge and understanding of formulas' to calculate the Dispatch Cost • Implementation of formulas' to calculate the Dispatch Cost 	
LU2: Calculate Indirect Costs	<p>The student will be able to:</p> <p>1. Calculate Overhead cost</p> <p>2. Calculate Financial cost</p>	<ul style="list-style-type: none"> • Knowledge of Overhead Cost <ul style="list-style-type: none"> ○ Define overhead cost ○ Explain why to use overhead cost formula • Knowledge and understanding of formulas' to calculate the Overhead Cost • Implementation of formulas' to calculate the Overhead Cost • Knowledge of Financial Cost <ul style="list-style-type: none"> ○ Define financial cost ○ Explain the use of financial cost • Knowledge and understanding of formulas' to calculate the Financial Cost • Implementation of formulas' to calculate the Financial Cost 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system

<p>LU3: Calculate Offered price</p>	<p>The student will be able to:</p> <ol style="list-style-type: none"> 1. Calculate the Break- even price 2. Calculate the cost of product 3. Calculate price margins 4. Calculate and add commissions 	<ul style="list-style-type: none"> • Knowledge of Break- even price <ul style="list-style-type: none"> ○ Define break-even point ○ Explain the use of break-even point • Knowledge and understanding of formulas' to calculate the Break- even price • Implementation of formulas' to calculate the Break- even price • Knowledge of cost of product <ul style="list-style-type: none"> ○ Define cost of product • Knowledge and understanding of formulas' to calculate the cost of product • Implementation of formulas' to calculate the cost of product • Knowledge of price margins <ul style="list-style-type: none"> ○ Define price margins ○ Explain the use of price margins • Knowledge and understanding of formulas' to calculate the price margins • Implementation of formulas' to calculate the price margins • Types of Commission <ul style="list-style-type: none"> ○ Define commission ○ Explain the types of commission 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system
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	5. Quote the final price	<ul style="list-style-type: none"> ○ Explain the use of calculating commission ● Knowledge and understanding of formulas' to calculate the commissions ● Implementation of formulas' to calculate the commissions ● Knowledge of Quotation <ul style="list-style-type: none"> ○ Define quotation ○ Use of different quotation ○ Preparing final quote 	
LU4: Negotiate product price	<p>The student will be able to:</p> <ol style="list-style-type: none"> 1. Identify price gap 2. Identify possible cost improvements 3. Re-calculate the final price after negotiation 	<ul style="list-style-type: none"> ● Knowledge of price gaps ● Understanding possible cost improvements ● Rules of Negotiation and effecting factors ● Re-Evaluating the final price after negotiation 	<ul style="list-style-type: none"> ● Paper ● Notebooks ● Pencils ● Erasers ● Sharpeners ● White board ● Multimedia ● Internet ● Computer system

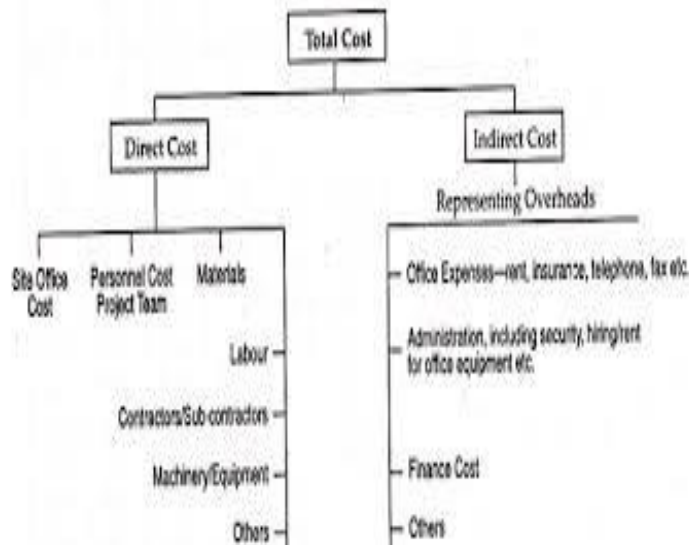
Examples and illustrations

<https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwjg47ORzvblAhVaD2MBHSZGBJ4QjRx6BAgBEAQ&url=http%3A%2F%2F> this link will also provide more data regarding product costing and by practicing such examples trainees will be able to become more competent and get grip o costing.

	A	B	C	D	E	F
1	Costs of producing Product X are as below:					
2	Direct Raw Material:		\$500,000			
3	Direct Labour:		\$100,000			
4	Overhead Expenses:		\$500,000			
5	Opening Inventory:		\$250,000			
6	Closing Inventory:		\$125,000			
7	COGS		=C5+C2+C3-C6			
8						
9	Please Note: COGS does not include Indirect expenses. Hence Overhead expenses have not been included in calculation of COGS above.					
10						
11						

COGS = Opening Inventory + Purchases - Closing Inventory

<https://www.google.com/imgres?imgurl=http%3A%2F%2Fcdn.yourarticlelibrary>.



Video Samples for Learning Activity:



Basic Product Costing Concepts.mp4

https://www.youtube.com/watch?v=FlfG_qw1RYE&t=6s

The image shows a video player displaying a table with the following data:

Unit No.	Name of the Unit	Time allotted (Hours)		
		Lecture	Practical	Total
I	Introduction to Apparel Merchandising	1.5	1.5	3.0
II	Merchandising Mix, Assortments and Vocabulary	1.5	1.5	3.0
III	Merchandising Process	3.0	5.0	8.0
IV	Dollar Merchandise Plan and Six Months Merchandise Plan	1.5	1.5	3.0
V	Merchandising Mix and Product Development	1.5	1.5	3.0
VI	Garment Costing and Pricing Methods	1.5	1.5	3.0
VII	Assortment Planning	1.5	1.5	3.0
VIII	Skills and Traits Required of a Successful Merchandiser / Buyer	1.5	1.5	3.0
IX	Sourcing and Vendor Management	1.5	1.5	3.0
X	Export Merchandising	3.0	5.0	8.0
Total		18	22	40

The video player interface at the bottom shows a progress bar at "0:20 / 18:05" and standard video controls.

Garment costing and pricing methods

<https://www.youtube.com/watch?v=tGgJxECHH9c&t=15s>

INDUSTRIAL MERCHANDISER



Module-R
LEARNER GUIDE
National Vocational Certificate Level 3

Version 1 - November, 2019

Module R: 0414001010 Perform Store Merchandising

Objective of the module: is to get knowledge, skills and understanding to Perform Store Merchandising

Duration 70 hours **Theory:** 14 hours **Practical:** 56 hours

Learning Unit	Learning Outcomes	Learning Elements	Materials Required
<p>LU1: Develop Merchandising Strategies</p>	<p>The student will be able to:</p> <ol style="list-style-type: none"> 1. Plan Display patterns <ul style="list-style-type: none"> o Category wise o Season wise o Promotion wise (product and communication display) o Market demand o Stakeholder investment o Product life wise display 2. Perform inventory planning <ul style="list-style-type: none"> o On floor display Inventory planning and execution o Back store inventory reports and management o Pre-order level o Product expiry management 	<ul style="list-style-type: none"> • Knowledge of Display Patterns (Category wise, Season wise, Promotion wise (product and communication display, Market demand, Stakeholder investment and Product life wise display) <ul style="list-style-type: none"> o Define display pattern o Explain use of display pattern • Planning of Display Patterns <ul style="list-style-type: none"> o Define planning o Explain planning for display patterns • Implementing Display Patterns • Knowledge of Inventory Planning (On floor display Inventory planning and execution, Back store inventory reports and management, Pre-order level and Product expiry management) 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system

		<ul style="list-style-type: none"> ○ Define inventory planning ○ Explain performance of inventory planning ○ Understanding of effecting factors ● Managing the inventories accordingly 	
LU2: Implement product layout plan	<p>The student will be able to:</p> <ol style="list-style-type: none"> 1. Execute store layouts and techniques <ul style="list-style-type: none"> ○ Belt to eye level ○ Vertical merchandising ○ Departmental segregations ○ Horizontal Merchandising 2. Ensure product maintenance checklist according to set standards <ul style="list-style-type: none"> ○ Cleaning standards ○ STI's (Sustainable Retail Display)/fixtures placements ○ Lightening standards 	<ul style="list-style-type: none"> ● Basic plans (AutoCAD/manual) <ul style="list-style-type: none"> ○ Define different types of software ○ Explain the use of Auto CAD in computer ○ Explain Auto CAD use manually ● Managing inventories according to layout techniques (Belt to eye level, Vertical merchandising, Departmental segregations and Horizontal Merchandising) ● Understanding the product maintenance checklist <ul style="list-style-type: none"> ○ Define product maintenance ○ Explain the use of product maintenance ● Maintaining checklist according to set standards (Cleaning standards, STI's (Sustainable Retail Display)/fixtures placements and Lightening 	<ul style="list-style-type: none"> ● Paper ● Notebooks ● Pencils ● Erasers ● Sharpeners ● White board ● Multimedia ● Internet ● Computer system

	<p>3. Execute Ambiance planning Cross Merchandising Patterns includes:</p> <ul style="list-style-type: none"> ○ Category wise ○ Season wise ○ Promotion wise 	<p>standards)</p> <ul style="list-style-type: none"> • Knowledge of Ambiance Planning <ul style="list-style-type: none"> ○ Define ambiance planning ○ Explain use of ambiance planning • Executing Ambiance Planning • Knowledge of cross merchandising patterns <ul style="list-style-type: none"> ○ Define cross merchandizing ○ Explain use of ambiance planning in ambiance planning • Executing of cross merchandising patterns Planning (Category wise, Season wise and Promotion wise) 	
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Examples and illustrations

Store merchandising ideas

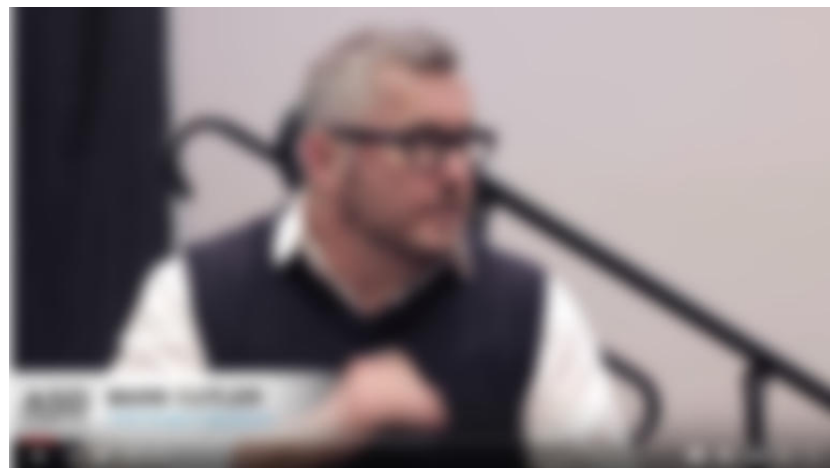


Video Samples for Learning Activity:



Visual Merchandising & Store Trends

<https://www.youtube.com/watch?v=9Peuc2ImSks>



How To Merchandise A Retail Store | Celebrity Designer Advice

<https://www.youtube.com/watch?v=fvJ1Uv0YXJY>

INDUSTRIAL MERCHANDISER



Module-S
LEARNER GUIDE
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Module S: 0414001011 Manage Visual Merchandising

Objective of the module: is to get knowledge, skills and understanding to Manage Visual Merchandising.

Duration 70 hours **Theory:** 14 hours **Practical:** 56 hours

Learning Unit	Learning Outcomes	Learning Elements	Materials Required
LU1: Apply Colour Theory	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Identify the importance of colour in drawing 2. Identify colours according to colour wheel <ul style="list-style-type: none"> ○ Primary Colours ○ Secondary Colours ○ Tertiary Colours ○ Complementary Colours ○ Split Complementary Colours ○ Triadic Colours ○ Tetradic Colours ○ Analogous Colours ○ Neutral Colours ○ Monochromatic Colours ○ Tints and shades ○ Warm Colours ○ Cool Colours 3. Develop Colour 	<ul style="list-style-type: none"> • Knowledge of Basic Colours <ul style="list-style-type: none"> ○ Define colors ○ Explain use of colours ○ Define basic colors ○ Explain primary colors • Identify the use of colours in drawings <ul style="list-style-type: none"> ○ Explain the use of colors ○ Explain use of colors in drawing • Knowledge of Colour Wheel <ul style="list-style-type: none"> ○ Define color wheel ○ Explain different color wheels ○ Define types of colors in detail • Knowledge of colour schemes 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system

	<p>Schemes/Combinations according to colour wheel</p> <p>4. Develop Designs from different colour terms according to colour wheel</p> <p>5. Develop Designs from contrasting colours according to colour wheel</p>	<ul style="list-style-type: none"> ○ Define color schemes ○ Define color combinations ○ Explain use of color schemes and combinations according to color wheel ● Colour Schemes according to colour wheel ● Knowledge of designs from different colour terms <ul style="list-style-type: none"> ○ Define designs ○ Define color according to color terms ● Implementing Designs from different colour terms according to colour wheel ● Knowledge of contrasting colours according to colour wheel <ul style="list-style-type: none"> ○ Define contrasting colors ○ Explain how to use color contrasting in color wheel ● Implementing of contrasting colours according to colour wheel 	
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<p>LU2: Interpret VM Documents</p>	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Interpret given documents according to the requirement: <ul style="list-style-type: none"> ○ VM Toolkit/Manual ○ Store checklist ○ NTI'S/Fixtures checklist ○ Floor Plans 	<ul style="list-style-type: none"> • Knowledge of Visual Merchandising (VM) <ul style="list-style-type: none"> ○ Define visual merchandizer ○ Explain qualities of visual merchandizer ○ Explain importance of visual merchandiser • Knowledge of Visual Merchandising (VM) documents (VM Toolkit/Manual, Store checklist, NTI'S/Fixtures checklist and Floor Plans) <ul style="list-style-type: none"> ○ Explain types of visual merchandizer documents • Evaluating Visual Merchandising (VM) documents 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system
<p>LU3: Use In-store Visual Merchandising Toolkits</p>	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Perform display management including: <ul style="list-style-type: none"> ○ Colour wise ○ Price wise ○ Category wise ○ Size wise 2. Apply display techniques including: <ul style="list-style-type: none"> ○ Pyramid display ○ Inverted Pyramid display 	<ul style="list-style-type: none"> • Knowledge of Display management <ul style="list-style-type: none"> ○ Define management ○ Define display management • Implementing display management accordingly • Knowledge of Display Techniques <ul style="list-style-type: none"> ○ Define display techniques ○ Explain use of display 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system

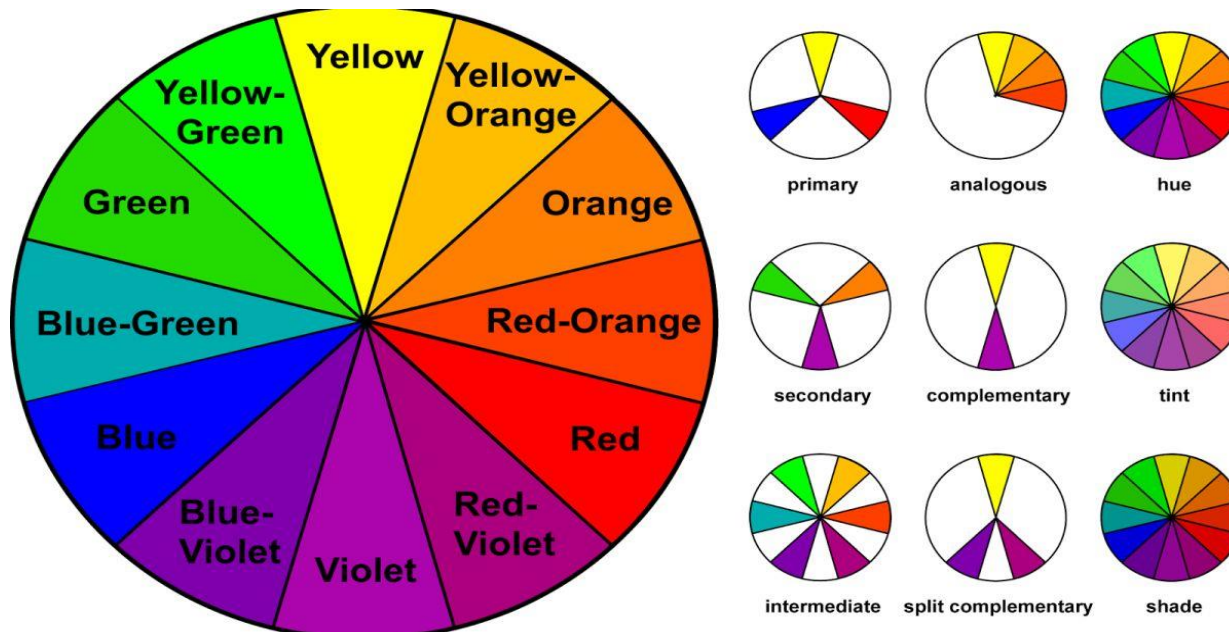
	<ul style="list-style-type: none"> ○ Asymmetrical display ○ Symmetrical display <p>3. Perform Cross Merchandising including:</p> <ul style="list-style-type: none"> ○ Category wise ○ Colour wise ○ With Accessories 	<p>techniques</p> <ul style="list-style-type: none"> ○ Explain importance of display technique <ul style="list-style-type: none"> ● Implementing display Techniques accordingly ● Knowledge of Cross Merchandising ● Implementing Cross Merchandising accordingly 	
LU4: Manage Window Display	<p>The trainee will be able to:</p> <p>1. Arrange light setting</p> <p>2. Perform Mannequin Handling</p> <p>3. Execute Prop placement plan</p>	<ul style="list-style-type: none"> ● Understanding Window Display <ul style="list-style-type: none"> ○ Define light effect ○ Explain different light effects techniques ○ Importance of light effects ○ Implementing light setting ● Understanding Mannequin according to product <ul style="list-style-type: none"> ○ Define mannequin ○ Explain selection of mannequin according to products ● Placing Mannequins according to layouts ● Understanding Props <ul style="list-style-type: none"> ○ Define props ○ Explain use of props 	<ul style="list-style-type: none"> ● Paper ● Notebooks ● Pencils ● Erasers ● Sharpeners ● White board ● Multimedia ● Internet ● Computer system

	<p>4. Execute Product Placement Guidelines</p>	<ul style="list-style-type: none"> ○ Explain types of props ● Placing the props accordingly ● Understanding product for window display ● Knowledge of product placement guideline ● Implementing product placement 	
<p>LU5: Execute floor plans and store fixtures according to given checklist</p>	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Arrange Floor Plans according to instructions 2. Manage NTI'S/Fixtures 3. Display Marketing and Promotional Material 	<ul style="list-style-type: none"> ● Understanding Floor Plans and fixtures <ul style="list-style-type: none"> ○ Define different floor plan ○ Explain different store fixtures ● Managing Floors according to product/campaign <ul style="list-style-type: none"> ○ Define floor plan according to store fixtures ○ Define floor plan according to products ○ Define floor plan according to campaign ● Understanding of NTI's/Fixtures ● Evaluating NTI's fixtures ● Introduction of Marketing <ul style="list-style-type: none"> ○ Define marketing ○ Define display marketing 	<ul style="list-style-type: none"> ● Paper ● Notebooks ● Pencils ● Erasers ● Sharpeners ● White board ● Multimedia ● Internet ● Computer system

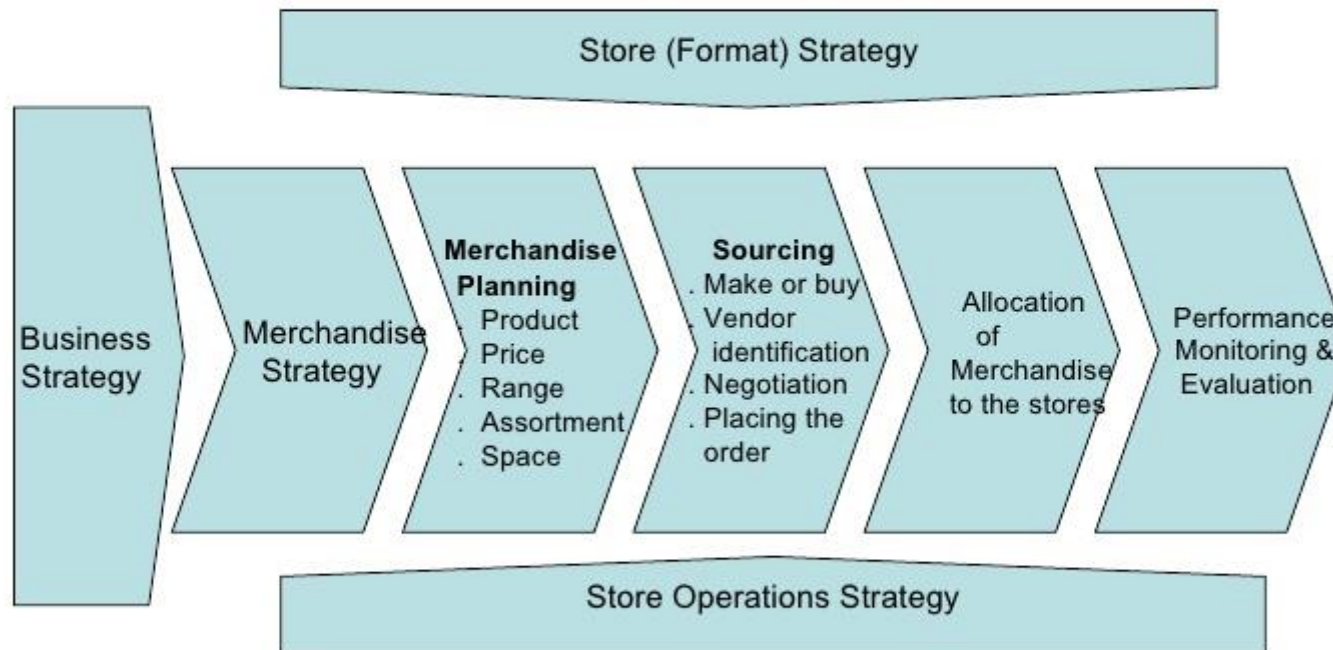
		<ul style="list-style-type: none">• Introduction of promotional Material<ul style="list-style-type: none">○ Define promotion○ Define promotional material• Implementing Material for display marketing	
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Examples and illustrations

https://www.google.com/imgres?imgurl=https%3A%2F%2Fwww.realmenrealstyle.com%2Fwp-content%2Fuploads%2F2016%2F03%2Fcolor_wheel.gif&imgrefurl=https%3A%2F%2F



Process of Merchandise Management



Video Samples for Learning Activity:



Retail Management - Visual Merchandising
<https://www.youtube.com/watch?v=em7dqAHhgRY>



Introduction to visual merchandising and need
<https://www.youtube.com/watch?v=RcjLp2nWfs0> window

Test Yourself (Multiple Choice Questions)

MODULE P Identify Vendor

- Question 1** The price that an investor hopes a stock will reach in a certain time period.
- A** Price of good sold
 - B** Target price
 - C** Applied price
 - D** Assumed price
- Question 2** The Economic Order Quantity (EOQ) is the number of units that a company should add to inventory with each order to minimize the total costs of inventory costs
- A** Holding costs
 - B** Order costs
 - C** Shortage
 - D** All of above
- Question 3** One of key element of vendor as per requirement
- A** Product types
 - B** Product quality
 - C** Production method
 - D** Market
- Question 4** vendor evaluation form consist of:
- A** Production capacity
 - B** Financial stability
 - C** On time delivery
 - D** All of above
- Question 5** Most important key element for vendor selection is
- A** Financial stability
 - B** Name of vendor
 - C** Discount coupon by vendor
 - D** Products of vendor

MODULE Q Perform Product Costing

- Question 1** The sum of all the cost spent to procure a raw material ,store it and till it consumed
- A** Cost of goods sold
 - B** Cost of material consumed
 - C** Cost of purchase
 - D** Cost of sale
- Question 2** Cost of previous department is a part of:
- A** Transferred-in costs
 - B** Transferred-out costs
 - C** FIFO costs
 - D** LIFO costs
- Question 3** Designation that is used to indicate when liability and ownership of goods is transferred from a seller to a buyer.
- A** Free on board
 - B** Freight on board
 - C** A and B both
 - D** None of these
- Question 4** The amount of money, or change in value, for which an asset must be sold to cover the costs of acquiring and owning it.
- A** Break even analysis
 - B** Break-even point
 - C** Final cost
 - D** Assessed cost
- Question 5** A document sent to a potential customer offering to sell goods or services at a certain price, under specified conditions.
- A** Quotation
 - B** Offered price
 - C** Price of goods
 - D** All of above

MODULE S

Manage Visual Merchandising

- Question 1** The body of practical guidance to color mixing and the visual effects of a specific color combination.
- A Colour trends
 - B Colour theory
 - C Colour therapy
 - D Colour management
- Question 2** The color wheel is the basis which shows the relationship between colors.
- A Color Management
 - B Colour therapy
 - C Colour trends
 - D Colour theory
- Question 3** The different "Monochromatic" shades of a single color.
- A Color therapy
 - B Color schemes
 - C Colour trend
 - D Colour combination
- Question 4** The colors which cannot be created by mixing other colors in a given color space
- A Primary colors
 - B Secondary colours
 - C Monochromes colours
 - D Dichotomous colours
- Question 5** A color scheme using one base color and two secondary colors is called:
- A Tetradic Colours
 - B Analogous Colours
 - C Neutral Colours
 - D Split-complementary


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