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INDUSTRIAL MERCHANDISER



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LEARNER GUIDE

National Vocational Certificate Level 4

Version 1 - November, 2019



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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-Z
LEARNER GUIDE
National Vocational Certificate Level 4

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Module Z: 0414001012 Apply Visual Merchandising

Objective of the module: The aim of this module to get knowledge, skills and understanding to Apply Visual Merchandising.

Duration	120 hours	Theory:	24 hours	Practical:	96 hours
Learning Unit	Learning Outcomes		Learning Elements		Materials Required
LU1: Prepare Visual Merchandising Toolkits	<p>The student will be able to:</p> <p>1. Design display toolkits including:</p> <ul style="list-style-type: none"> ○ Colour wise ○ Price wise ○ Category wise ○ Size wise <p>2. Design display techniques</p> <ul style="list-style-type: none"> ○ Pyramid display ○ Inverted Pyramid display ○ Asymmetrical display ○ Symmetrical display 		<ul style="list-style-type: none"> • Knowledge of tool kit <ul style="list-style-type: none"> ○ Define display tool kit ○ Explain types of display tool kits ○ Explain tool kit style as color wise ○ Explain tool kit style as price wise ○ Explain tool kit style as category wise ○ Explain tool kit style as size wise • Knowledge and understanding of display techniques <ul style="list-style-type: none"> ○ Explain display as pyramid ○ Explain display as Inverted Pyramid ○ Explain Asymmetrical display ○ Explain Symmetrical 		<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system • Print outs

	<p>3. Create Cross Merchandising Patterns including:</p> <ul style="list-style-type: none"> ○ Category wise ○ Colour wise ○ With carry wears 	<p>display</p> <ul style="list-style-type: none"> • Knowledge and understanding of cross merchandizing • Knowledge of cross merchandizing patterns <ul style="list-style-type: none"> ○ Explain cross merchandizing patterns category wise ○ Explain cross merchandizing patterns color wise ○ Explain cross merchandizing patterns with carry wears 	
<p>LU2: Plan and Execute window displays using Photoshop software</p>	<p>The student will be able to:</p> <p>1. Plan and execute thematic/non thematic window display</p> <p>2. Design standard operating procedures (SOPs) such as:</p> <ul style="list-style-type: none"> ○ Mannequin handling ○ Prop placement ○ Product Placement 	<ul style="list-style-type: none"> • Knowledge and understanding of window display • Knowledge of Photoshop software <ul style="list-style-type: none"> ○ Explain planning of window display ○ Explain thematic window display ○ Explain non thematic display 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system

	<ul style="list-style-type: none"> ○ Lighting 	<ul style="list-style-type: none"> • Knowledge of standard operating procedure for designs <ul style="list-style-type: none"> ○ Explain procedure of mannequin handling ○ Explain procedure of prop placement ○ Explain procedure of product placement ○ Explain procedure of lights handling 	
<p>LU3: Plan floor fixtures, layouts and promotional displays using appropriate software (AutoCAD/Photoshop)</p>	<p>The student will be able to:</p> <ol style="list-style-type: none"> 1. Design Floor Plans according to requirements 2. Design NTI'S/Fixtures 3. Design promotional display 	<ul style="list-style-type: none"> • Floor Plans • MTI's/Fixtures • Designing of promotional displays 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system

Examples and illustrations

Following type of pictures must shown as sample to trainees for best understanding of preparing VM tool kit



The following type of pictures must show to make differential store lay out plans



Examples and illustrations

This picture will be shown on multimedia to have concept of store fixture, lighting and shelving also take trainees to nearby stores to have clear concept about visual merchandising and its concept.

<https://www.google.com/imgres?imgurl=https%3A%2F%2Ffit-small-business.com%2Fwp-content%2Fuploads%2F2017%2F12%2F>

the above mentioned picture shows the clarification of vm planning



INDUSTRIAL MERCHANDISER



Module-AA
LEARNER GUIDE
National Vocational Certificate Level 4

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Module AA: 0414001013 Perform Pre-Production task

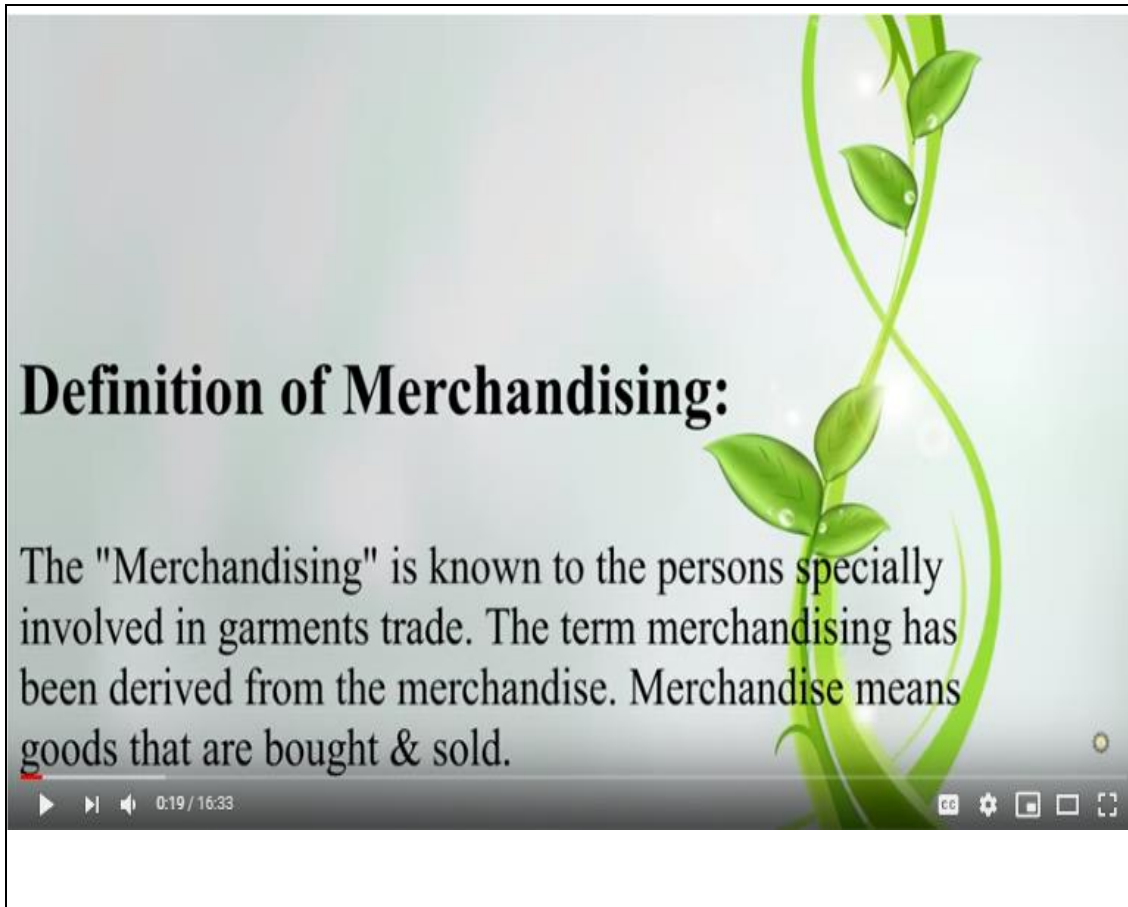
Objective of the module: The aim of this module to get knowledge, skills and understanding to Perform Pre-Production task

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

Learning Unit	Learning Outcomes	Learning Elements	Materials Required
<p>LU1:Manage the procedure of packaging and trims development</p>	<p>The student will be able to:</p> <ol style="list-style-type: none"> 1. Prepare a list of specifications of each trim 2. Prepare layout of all relevant printed packaging material 3. Collect quality samples as per requirement 4. Develop submission options for trims and packaging material 	<ul style="list-style-type: none"> • Understanding of trims • Understanding of specifications related to trims • Managing list according to specified trims • Knowledge of packaging of material • Knowledge of printed packaging material according to layouts • Knowledge of samples • Knowledge of sample selection according to requirement • Steps to follow for sample quality as per requirement • Knowledge of submission options for trims and packaging material • Maintaining the submission options for trims and packaging material 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system

<p>LU2: Monitor the procedure of sample preparation</p>	<p>The student will be able to:</p> <ol style="list-style-type: none"> 1. Develop and submit design and color options for approval (design strike off and/or color swatch options, etc.) 2. Present accessories for submission (yarn, stitching thread, printed/woven labels, zippers, etc.) 3. Prepare pre-production sample 4. Get approved samples as per specifications <ul style="list-style-type: none"> ○ Prepare a final sample ○ Prepare a shipment sample 	<ul style="list-style-type: none"> • Knowledge of designs • Knowledge of color options • Preparing design and color options for approval • Knowledge of accessories for submission (yarn, stitching thread, printed/woven labels, zippers, etc.) • Managing accessories for submission (yarn, stitching thread, printed/woven labels, zippers, etc.) • Knowledge of pre-production sample • Maintaining pre-production sample • Knowledge and requirements of final sample • Preparing final sample for approval • Preparing shipment sample according to requirements 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system
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Video Samples for Learning Activity:

 <p>Definition of Merchandising:</p> <p>The "Merchandising" is known to the persons specially involved in garments trade. The term merchandising has been derived from the merchandise. Merchandise means goods that are bought & sold.</p>	<p>Garments Merchandising (Job Responsibility & Merchandising Process)</p> <p>https://www.youtube.com/watch?v=5_kgZLEOzeE</p>
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Module-AB
LEARNER GUIDE
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Module AB: 0414001014 Coordinate Production Processes

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
LU1: Execute Bulk production	<p>The student will be able to:</p> <ol style="list-style-type: none"> 1. Design assembly line as per requirement: <ul style="list-style-type: none"> ○ Single assembly line ○ Mix Model assembly line 2. Set production target according to quantity and Time 	<ul style="list-style-type: none"> • Knowledge of assembly line (single, mix model) <ul style="list-style-type: none"> ○ Types of assembly lines ○ Model selection ○ Resources allocation on each workstation ○ Output targets • Preparing assembly line (single, mix model) • Knowledge of production targets <ul style="list-style-type: none"> ○ Production planning ○ Delivery priority • Preparing production targets according to quantity and time 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system

<p>LU2: Monitor Bulk testing</p>	<p>The student will be able to:</p> <ol style="list-style-type: none"> 1. Perform raw material testing as per requirement 2. Analyse Inline inspection result 3. Analyse testing results of finished goods 	<ul style="list-style-type: none"> • Knowledge of raw material testing requirements • Preparing raw material testing as per requirement • Inline Inspection • Analysing Inline inspection result • Analysing testing results of finished goods 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system
<p>LU3: Perform inline inspection</p>	<p>The student will be able to:</p> <ol style="list-style-type: none"> 1. Perform Inline inspection 2. Perform Testing of finished goods 	<ul style="list-style-type: none"> • Knowledge of inline inspection <ul style="list-style-type: none"> ○ Importance of Inline inspection ○ Stages of Inline inspection ○ Types of quality testing • Preparing inline inspection • Knowledge of finished goods • Preparing for testing of finished goods 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system

<p>LU4: Perform Finishing and Packing</p>	<p>The student will be able to:</p> <ol style="list-style-type: none"> 1. Perform thread cropping 2. Perform stain removal 3. Perform Ironing 4. Perform Tagging 5. Perform Folding 6. Perform piece Packing and bulk packing 	<ul style="list-style-type: none"> • Knowledge of thread cropping • Managing thread cropping • Knowledge of stain removal • Managing stain removal • Knowledge of Ironing • Managing Ironing • Knowledge of Tagging • Managing Tagging • Knowledge of Folding • Managing Folding • Knowledge of piece Packing and bulk packing • Managing piece Packing and bulk packing 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system
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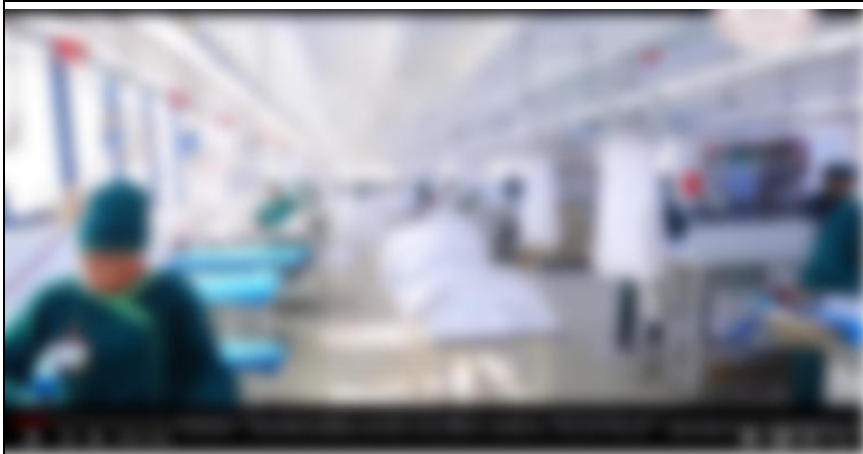
<p>LU5: Perform Final Audit</p>	<p>The student will be able to:</p> <ol style="list-style-type: none"> 1. Perform fabric inspection 2. Perform size inspection 3. Perform colour/design inspection 4. Perform packaging and folding inspection 	<ul style="list-style-type: none"> • Knowledge of fabric inspection • Managing fabric inspection • Knowledge of size inspection • Managing size inspection • Knowledge of colour/design inspection • Managing colour/design inspection • Knowledge of packaging and folding inspection • Managing packaging and folding inspection 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system
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Examples and illustrations



(https://www.google.com/imgres?imgurl=https%3A%2F%2F2.bp.blogspot.com%2F-sMdsc75M_WE%2FWRNmzM7hFil%2FAAAAAAAAf_4%2FpVFtH1mqcZs0WJTV7ONfTUaR78lqM_LoQCLcB%2Fs1600%2Fgarment%252Bfinishing%252Bdepartment.jpg&imgrefurl) this link will provide more pics related with product packing an finishing

Video Samples for Learning Activity:



Production process

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



Apparel production management: introduction to production processes

<https://www.youtube.com/watch?v=BRk5WDWCyYM>

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Module-AC
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Module AC: 0414001015 Execute post production tasks

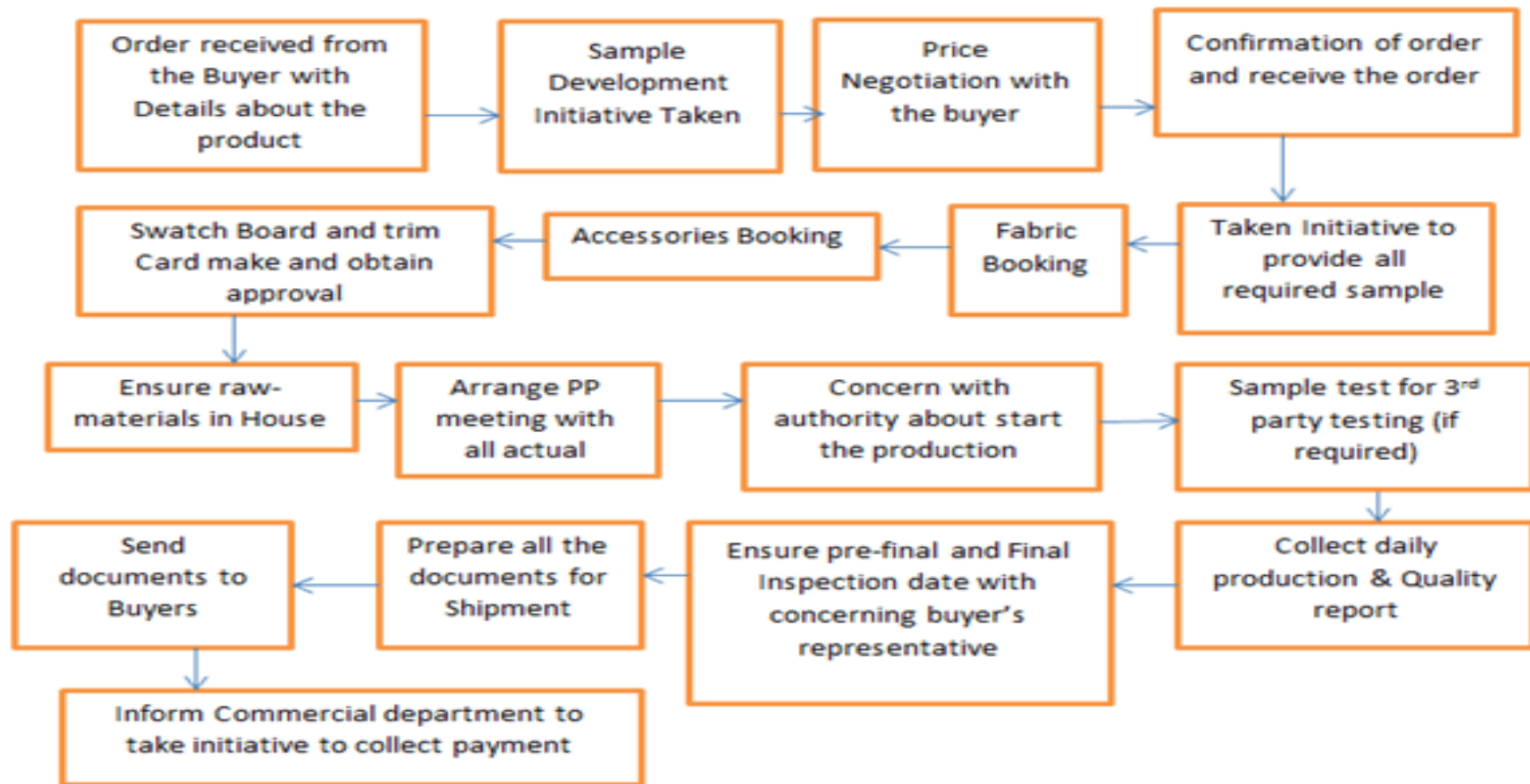
Objective of the module: The aim of this module to get knowledge, skills and understanding to Execute post production tasks

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

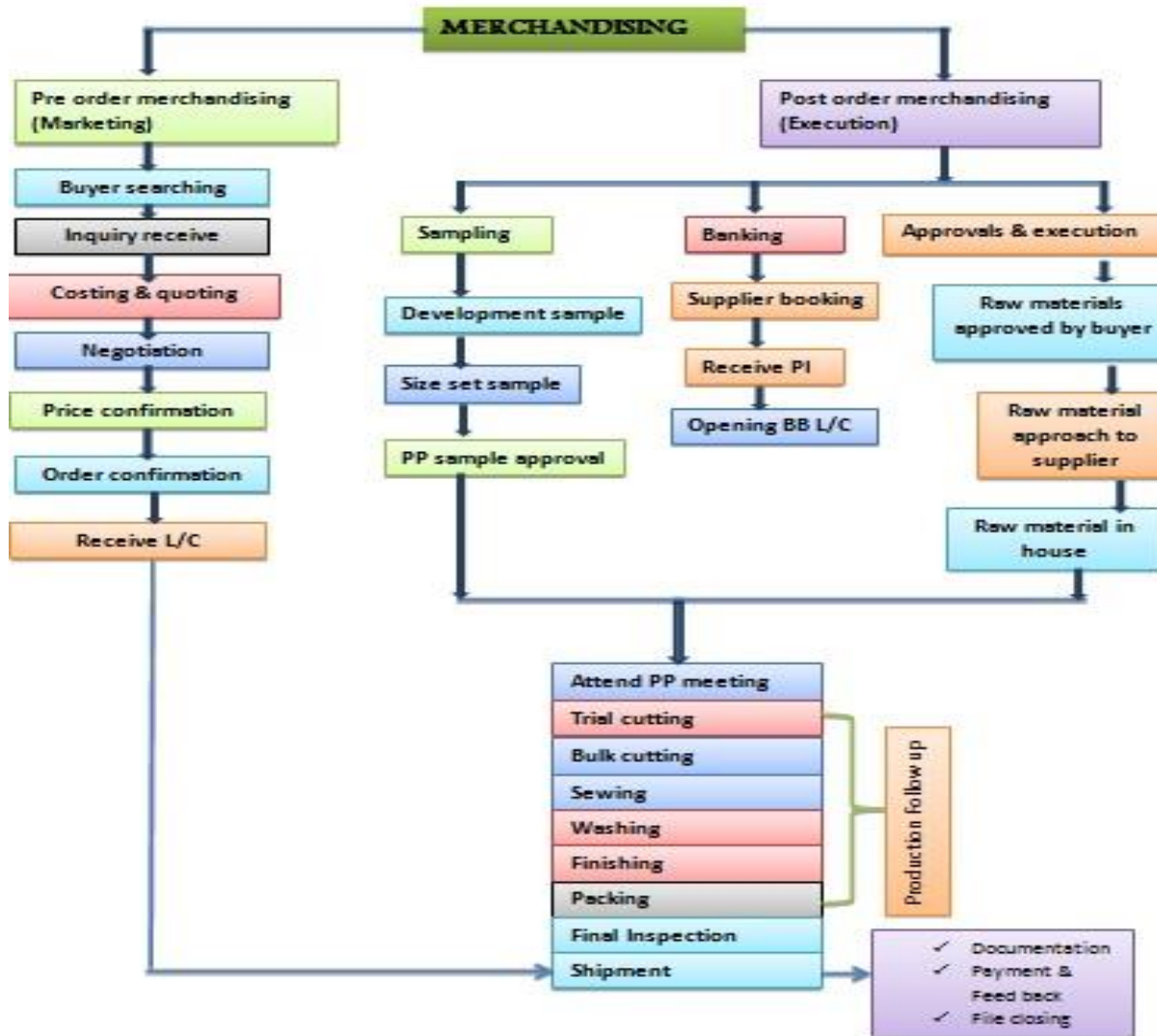
Learning Unit	Learning Outcomes	Learning Elements	Materials Required
LU1: Plan Shipment	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Calculate CBM by shipment volume 	<ul style="list-style-type: none"> • Knowledge of CBM • Knowledge of shipment volume • Understanding of calculation formulas of CBM by shipment volume • Calculating CBM by shipment volume 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system
LU2: Prepare Shipment Documents	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Prepare Shipment Documents (Commercial Invoice, Pre-forma Invoice, Packing list, Bill of lading (Sea shipment), Airway bill (Air shipment), Certificate of goods, Certificate of a origin, Inspection certificate, Compliance certificates (Quality Standards Certificates), etc 	<ul style="list-style-type: none"> • Knowledge of shipment documents (Commercial Invoice, Pre-forma Invoice, Packing list, Bill of lading (Sea shipment), Airway bill (Air shipment), Certificate of goods, Certificate of a origin, Inspection certificate, Compliance certificates (Quality Standards Certificates), etc. • Preparing of shipment documents as per requirement 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system

<p>LU3: Perform Pre and Post shipment Inspection</p>	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Perform Material audit 2. Perform Process audit 3. Perform Pre production inspection of (Gray fabric, Dying, Lab test, Size patterns, Stitching, Cropping, Damages, Ironing, Folding, Packing, etc.) 4. Perform pre shipment inspection of (Gray fabric, Dying, Lab test, Size patterns, Stitching, Cropping, Damages, Ironing, Folding, Packing, etc.) 	<ul style="list-style-type: none"> • Knowledge of material audit • Preparing material audit • Knowledge of process audit • Preparing process audit • Knowledge of pre-production inspection • Evaluating pre-production (Gray fabric, Dying, Lab test, Size patterns, Stitching, Cropping, Damages, Ironing, Folding, Packing, etc.) • Knowledge of pre-shipment inspection • Evaluate pre-shipment (Gray fabric, Dying, Lab test, Size patterns, Stitching, Cropping, Damages, Ironing, Folding, Packing, etc.) 	<ul style="list-style-type: none"> • Paper • Notebooks • Pencils • Erasers • Sharpeners • White board • Multimedia • Internet • Computer system
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Examples and illustrations



(<https://www.google.com/imgres?imgurl>) this link will provide clear picture of whole concept and process of execution of post production tasks



Test Yourself (Multiple Choice Questions)

MODULE Z Apply Visual Merchandising

- Question 1** Interior display may take the form of resenatation
- A Visual
 - B Image
 - C Trend
 - D Attract
- Question 2** Vitrines are basically
- A Fixtures
 - B Glass displays
 - C Wooden cases
 - D None of above
- Question 3** Making merchandize visually attractive is called
- A Sampling
 - B Fashion merchandizing
 - C Merchandizing
 - D Visual merchandizing
- Question 4** The merchandizing maintain the store by graphic designs and visual art is called:
- A Sampling
 - B Fashion merchandizing
 - C Merchandizing
 - D Visual merchandizing
- Question 5** Visual merchandizing basics consists of:
- A Store layout
 - B Lighting
 - C Props
 - D All of above

MODULE AA**Perform Pre-Production task**

- | | | |
|-------------------|--|--|
| Question 1 | The process of wrapping, compressing, filling or creating of goods for the purpose of protection and their appropriate handling is called: | A Packing
B Packaging
C Sampling
D Trim |
| Question 2 | Quality specifications for packaging paper and film are similar to: | A Crockery
B Fabric
C Yarns
D None of above |
| Question 3 | Package design for a specific product should fulfill the criteria: | A Non functional
B Merchandizing
C Functional
D Sale |
| Question 4 | A sample is the first sample made in the actual production line of the factory. | A Pre-production
B Production
C Post production
D Shipment |
| Question 5 | The sample which is required by the buyer after the final inspection is passed and the goods are ready for shipment. | A Pre-production
B Shipment sample
C Fabric sample
D Production |

MODULE BB**Coordinate Production Processes**

- Question 1** The final product being produced based on the actual order requirements.
- A** Sample
 - B** Bulk
 - C** Sample yardage
 - D** Trim
- Question 2** The manufacturing process in which parts are added as the semi-finished moves from workstation to workstation where the parts are added in sequence until the final assembly is produced.
- A** Assembly line
 - B** Manufacturing steps
 - C** Semi-finished production
 - D** Consumption steps
- Question 3** The number of units or the quantity of output the business is expected to produce in the next financial period
- A** Sale targets
 - B** Promotional targets
 - C** Production targets
 - D** Storage targets
- Question 4** Checking quality of the product in the process instead of checking at the end of the process
- A** Preproduction inspection
 - B** Inline inspection
 - C** Finished goods inspection
 - D** In process inspection
- Question 5** Garments are ironed properly for folding as per buyer's requirements.
- A** First ironing
 - B** Second ironing
 - C** Final ironing
 - D** Ironing for hanging


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