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| **TRAINING OCCUPATION:RETAIL OPERATIONS (DEPARTMENT)** | | | |
| **CU : VISUAL MERCHANDISING DISPLAY (VMD) MANAGEMENT** | **Code : DT-010-4:2014-C04** | | |
| **Work Activity 1: Evaluate Visual Merchandising Display (VMD) communication pack** | **Duration : 11 Hours** | | |
| **Learning objectives**  At the end of learning session the apprentice will be able to   1. Understand the importance and function of Visual Merchandising Display (VMD) communication pack 2. Describe scope of Visual Merchandising Display (VMD) evaluation such as:-    1. Promotion title    2. Duration of promotion    3. Points Of Sales Materials (POSM)    4. Information on Above The Line (ATL)       1. Newspaper       2. Television       3. Social media       4. Magazines   2.5 Information on Below The Line (BTL)   * + 1. Promoter     2. Billboard     3. Mailer     4. Handbill     5. Coupon     6. Voucher   1. Etc | | | |
| **Work Activity 2 :Plan Visual Merchandising Display (VMD) execution** | | | **16** |
| **Learning objectives**  At the end of learning session the apprentice will be able to   1. List out types of Point Of Sales Materials (POSM) such as:-    1. Standee    2. Banner / bunting    3. Props (eg: digital display, mannequin)    4. POP card size    5. Shelf talker    6. Price label    7. Wobblers    8. Bus stop    9. Aisle banner    10. Etc. 2. Describe method of display such as:    1. Gondola End    2. Power Wing    3. Offer bin    4. Ice bed    5. Blue bin / tray display / basket display    6. Pallet display    7. Etc. 3. ListVMD for the setup requirements    1. Adequate quantity of POSM    2. Adequate tools, equipments and materials for setup    3. Adequate manpower for setup 4. List types of tools, equipment and materials needed to support setup such as:-    1. Scaffolding    2. Ladder    3. Sky lift    4. Genie | | | |
| **Work Activity 3 :Coordinate Visual Merchandising Display (VMD) installation** | | **16** | |
| **Learning objectives**  At the end of learning session the apprentice will be able to   1. Explain the importance of the coordination Visual Merchandising Display (VMD) installation 2. Explain the importance of delegating and identifying responsible and accountable subordinate involve in Visual Merchandising Display (VMD) installation 3. Describe steps in delegating VMD installation scope of work effectively. 4. Explain assessment of Visual Merchandising Display (VMD) installation and compliance | | | |
| **Work Activity 4** : **Monitor on-going Visual Merchandising Display (VMD) standard** | | **11** | |
| **Learning objectives**  At the end of learning session the apprentice will be able to   1. Understand the importance of monitoring on-going Visual Merchandising Display (VMD) standard 2. Elaborate Visual Merchandising Display (VMD) standard and maintenance such as:-    1. Promotion changes       1. Mailer / Tab / Leaflet       2. Press ad       3. Price survey    2. Schematic Change       1. Minor Change       2. Major Change    3. Etc. 3. Describe Visual Merchandising Display (VMD) improvement plan | | | |
| **TOTAL** | | **54 Hours** | |