



Executive Summary

Qualification	Occupational Certificate: Visual Merchandiser
Purpose	The purpose of this qualification is to prepare a learner to operate as a Visual Merchandiser who plans, develops, and sets up visual merchandising displays in order to create and maintain interest in a product and promotes sales. It is aimed at new entrants to the field of Sales and Marketing.
Qualification ID	99688
NQF Level	3
Minimum Credits	30
Duration	Three months
Field	Services
Subfield	Wholesale and Retail
Quality Partner	W&R SETA
Entry Requirements	An NQF Level 2 qualification with Mathematical Literacy and Communication Skills

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Qualification Overview

Visual Merchandising is a scarce skill in South Africa. Feedback from stakeholders of the Wholesale and Retail SETA identified Visual Merchandisers as critical to the success of any wholesale and retail business.

A successful retailing business requires that a distinct and consistent image be created in customer's minds, permeating all product and service offerings. Visual Merchandising can help create a positive customer image of the business and its products that leads to successful sales. It not only communicates the stores image, but also reinforces the retail outlet's advertising efforts. It also encourages impulse buying.

This qualification empowers learners with technical skills to improve the merchandising image of an outlet. Adequate application of the outcomes of this qualification can lead to improved economic conditions for the wholesale and retail sector.

Qualifying learners will be able to:

- Develop and implement visual merchandising displays
- Merchandise stock visually
- Maintain and evaluate visual merchandising displays

The KLM Empowered X-Perience



X-Plore

For each of the SIX integrated learning blocks, learners explore content on their own before engaging with others. Guided by self-study plans and diagnostic self-assessment, they formulate their own insights to share.



X-Tend

Workplace application assignments allow learners to put their new learning to use on the job. Under the guidance of mentors, and with access to performance and wellness support, learners hone their skills and add value.



X-Cite

Learners receive a welcome letter and an X-Perience Map detailing the flow of their qualification. An orientation session helps them to understand the benefits and career options linked to the qualification.



X-Change

Learners attend facilitator-led sessions, either in class or online, to share their learning and refine their skills in a safe environment. Collaborative activities and peer feedback build learning synergy and allow learners to master specific skills.



X-Cel

Each learner's progress is measured against assessment criteria through formative and summative assessment. Final examinations and presentations are used to obtain an accurate picture of overall understanding and mastery of the content.

Qualification Outline

- The Occupational Certificate: Visual Merchandiser is presented over THREE learning blocks, covering both Knowledge Modules (KM) and Practical Modules (PM).
- Workplace Modules are completed throughout and assessed every quarter.
- Formative and summative assessments are conducted at regular intervals to prepare learners for the External Integrated Summative Assessment (EISA).

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MODULE 1: PLANNING VISUAL MERCHANDISING (6 credits)

ID	Title	Level	Credits
KM-01	Developing Visual Merchandising Plans	3	4
PM-01	Develop and Prepare an Action Plan for the Implementation of Visual Merchandising Displays	3	2

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MODULE 2: IMPLEMENTING VISUAL MERCHANDISING (5 credits)

ID	Title	Level	Credits
KM-02	Implementing Visual Merchandising Plans	3	3
PM-02	Dress the Display / Window	3	2

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MODULE 3: MAINTAINING AND EVALUATING VISUAL MERCHANDISING (4 credits)

ID	Title	Level	Credits
KM-03	Maintaining and Evaluating Visual Merchandising Displays	3	2
PM-03	Maintain and Evaluate Visual Merchandising Displays	3	2

Work Experience Modules

The focus of the work experience modules is to provide the learner an opportunity to conduct visual merchandising activities under authentic working conditions and to develop confidence by working under the supervision of a workplace mentor.

ID	Title	Level	Credits
WM-01	Setting up visual merchandising displays	3	10
WM-02	Maintaining and evaluating visual merchandising displays	3	5

The Greatness Effect