



National Competency Standards for
“Textile & Apparel Merchandising”
(Associate Merchandiser)
Level-5



National Vocational and Technical Training Commission
(NAVTTTC) Government of Pakistan



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INTRODUCTION

Merchandising is the practice and process of displaying and selling products to customers. Whether digital or in-store, retailers use merchandising to influence customer intent and reach their sales goals.

Establishing the right merchandising strategy can depend on a variety of factors, such as sector, product qualities, available space, and whether the retailer is displaying in a physical or digital store. Additionally, there are various schools of thought on which types of merchandising are most effective in particular industries and departments.

In industry the role of merchandiser is vital they can work as product merchandiser, apparel merchandiser, visual merchandiser, retail merchandiser, digital merchandiser depending on the role assigned by industry.

To become more beneficial merchandiser must be vigilant and smart accordingly and for the purpose they need to work on the first impression, manipulating lights to highlight the product, knowing merchandising metrics and being responsive etc.

Keeping in view of the above the competency based National Vocational Qualifications have been developed by NAVTTC to train the unskilled human resource on the technical and entrepreneurial skills to be employed / self-employed and inevitably set sustainable impact on their lives by increase in their livelihood income.

Training Course is based on competency standards which are defined by the industry and the traditional role of a trainer changes and shifts towards the facilitation of training. A trainer encourages and assists trainees to learn for themselves. Trainees are likely to work in groups (pairs) and all doing something different. Some are doing practical tasks in the workshop, some writing, some not even in the classroom or workshop but in another part of the building using specialist equipment, working on computers doing research on the Internet or the library. As trainees learn at different pace they might well be at different stages in their learning, thus learning must be



tailored to suit individual needs. The following facilitation methods (teaching strategies) are generally employed.

PURPOSE OF THE QUALIFICATION

The competency based NVQ has been developed to train the unskilled men and women of Pakistan on the technical and entrepreneurial skills to be employed / self-employed and inevitably set sustainable impact on their lives by increase in their livelihood income generation.

The purpose of these qualifications is to set professional standards for Textile Merchandiser, who will serve as key elements enhancing quality of Pakistan's Fashion and Textile industry. The specific objectives of developing these qualifications are as under:

- Improve the professional competence of Textile & Apparel Merchandising industry
- Capacitate the local community and trainers in modern CBT training, methodologies and processes as envisaged under NVQF
- Provide flexible pathways and progressions in the mining sector.
- Enable the trainees to perform their duties in efficient manner
- Establish a standardized and sustainable system of training in Textile Merchandising industry



DATE OF VALIDATION

This national vocational qualification (NVQ) has been validated by the Qualifications Development Committee (QDC) in 06th to 10th December, 2021 and will remain in currency until January 2023/2024.

*Shall be reviewed after 3 years

CODE OF QUALIFICATION

Qualification Title	Code
National Vocational Certificate Level 3, in (Textile Merchandiser) “Associate Merchandiser”	0414TAM08

ENTRY REQUIREMENTS

- For National Vocational Certificate Level-5 in Textile Merchandising, the entry requirement is award of National Vocational Certificate Level-4 in Textile Merchandising.



DEVELOPMENT COMMITTEE

The following members participated in the qualification development of these qualifications:

Sr. No.	Name	Designation	Organization
1.	Mr. Sikandar Masood	CO-Coordinator	NAVTTTC, Islamabad
2.	Ms. Mehwish Aisha	DACUM Facilitator	CBT Expert/Certified Assessor
3.	Engr. Aroobah Saeed Rana	Assistant Manager	PVTC Head Office
4.	Ms. Ammara Maqbool	Principal	GTTC Kahota TEVTA Punjab
5.	Ms. Hurmat Zahra	Communication & Coordinator Manager	STEP Institute of Art, Design & Management
6.	Ms. Anum Ejaz	Textile Designer /Assessor	Resham Ghar/British Council
7.	Mr. Azam Kashmiri	Brand Development Director	Global Solutions & Advisory
8.	Ms. Rabia Sadaf	G.M Internal Trade Wing	Humble Textile
9.	Ms. Faisal Manzoor	Manager Operations	Cross Weave
10.	Ms. Saima Asghar	Designer/Freelance Consultant	CBT Expert/Certified Assessor
11.	Ms. Bushra Asghar	Master Trainer and Assessor (CBT)/Senior Instructor	TEVTA Punjab



QUALIFICATIONS REVIEW AND VALIDATION COMMITTEE

The following members participated in the qualification development of these qualifications:

Sr. No.	Name	Designation	Organization
1.	Mr. Shahzad Ahmad	Director	VT, NAVTTTC HQ, Islamabad
2.	Ms. Mehwish Aisha	DACUM Facilitator	CBT Expert/Certified Assessor
3.	Engr. Aroobah Saeed Rana	Assistant Manager	PVTC Head Office
4.	Ms. Rabia Sadaf	G.M Internal Trade Wing	Humble Textile
5.	Ms. Saima Asghar	Designer/Freelance Consultant	CBT Expert/Certified Assessor
6.	Ms. Anum Ejaz	Textile Designer /Assessor	Resham Ghar/British Council
7.	Mr. Azam Kashmiri	Brand Development Director	Global Solutions & Advisory
8.	Ms. Bushra Asghar	Master Trainer and Assessor (CBT)/Senior Instructor	TEVTA Punjab
9.	Ms. Samreen Yaqoob	Senior Fashion & Textile Designer	Sefam private limited (kayseria)
10.	Ms. Sabeen Shamim	Instructor	GPI(W), Latifabad, Hyderabad
11.	Ms. Warda Afzal	Instructor	GCT(W), Lytton Road, Lahore
12.	Ms. Salma Khan	Instructor	GSDC, Balakot, KPK
13.	Ms. Abida Parveen	Quality Checker,	Kalash Industry, Faisalabad
14.	Mr. Wahid Mustafa	Marketing Merchandiser	Kohinoor Mill Rawalpindi
15.	Mr. Syed Mansoor Ahmed	NVQF Registry Incharge,	SBTE Karachi, Sindh
16.	Mr. Naazir Khan Niazi	Chairman	PBTE Lahore
17.	Ms. Sana Guldad	Instructor	KPK TEVTA, Balakot
18.	Ms. Sadiq Orakzai	Director Academics	KPK TEVTA
19.	Engr. Liaqat Ali Jamroo	Director	STEVTA Karachi



SUMMARY OF COMPETENCY STANDARDS

“Associate Merchandiser” (12 Months)

Code	Competency Standards	Level	Theory		Practical		Total	
			C	Hr.	C	Hr.	C	Hr.
1.	Execute post production tasks	5	8	80	12	120	20	200
2.	Implement Cross Merchandising	5	8	80	12	120	20	200
3.	Execute Brand Marketing Strategy	5	10	100	15	150	25	250
4.	Manage Financial Budget	5	8	80	12	120	20	200
5.	Practice Professionalism	5	14	140	21	210	35	350
Total			48	480	72	720	120	1200



Competency Standard A: Execute Post Production Tasks - 0414TAM08A

Overview: This competency standard deal with learning the competencies needed to execute post production tasks. That includes Plan Shipment and monitoring Post production Inspection. Your underpinning knowledge will be sufficient to provide you the basis for your work.

Competency Units	Performance Criteria
CU1. Monitor Post production Inspection	<p><i>You must be able to:</i></p> <p>P1.Examine Post production inspection results of (Greige fabric, Dyeing, Lab test, Size patterns, Stitching, Cropping, Damages, Ironing, Folding, Packing, etc.)</p> <p>P2.Analyse the shipment procedure according to the final inspection results.</p>
CU2. Plan Shipment	<p><i>You must be able to:</i></p> <p>P1.Calculate CBM by shipment volume</p> <p>P2.Plan Dispatch</p> <p>P3.Prepare Shipment Documents (Commercial Invoice, Pro-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.</p>

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. Therefore he/she must be able to:

- K1.** Identify modes of shipment (by air, by sea and by road)
- K2.** Describe terms and conditions of shipment
- K3.** Identify types of packing (solid/assorted)
- K4.** Prepare Payment Plan according to the currency



Critical Evidence(s) Required

The candidate needs to produce any or all of the following documents/evidences:

1. Portfolio
2. Assignment(s)/Project(s)
3. Relevant Certification(s)
4. Relevant Job/Experience Letter

Furthermore, the candidate must execute demonstration(s) which may include the following:

1. Fill internal and external audit chart
2. Analyse and document Post production Inspection results



Competency Standard B: Implement Cross Merchandising-0414TAM08B

Overview: This competency standard deal with learning the competencies needed to Implement Cross Merchandising. That includes retail marketing, Execution of displaying related/ unrelated products. Your underpinning knowledge will be sufficient to provide you the basis for your work.

Competency Units	Performance Criteria
CU1. Implement retail Marketing	<p>You must be able to:</p> <p>P1. Plan In-store promotions (experiential shopping, V.M., through analysis of store, layout lighting, fixtures, props, window, etc.)</p> <p>P2. Implement In-store branding</p> <p>P3. Implement external store branding</p>
CU2. Execute Display for related/unrelated products	<p>You must be able to:</p> <p>P1. Plan window displays/Floor plans for cross merchandising using Photoshop software/CAD</p> <p>P2. Execute window display for cross merchandising</p> <p>P3. Execute Floor Plans for cross merchandising</p>

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. Therefore he/she must be able to:

- K1.** Explain In-store promotions
- K2.** Explain In-store branding
- K3.** Understand Design Software (Photoshop software/CAD)
- K4.** Differentiate between window display and floor plans
- K5.** Define cross merchandising for window display
- K6.** Define cross merchandising for Floor display



Critical Evidence(s) Required

The candidate needs to produce any or all of the following documents/evidences:

1. Portfolio
2. Assignment(s)/Project(s)
3. Relevant Certification(s)
4. Relevant Job/Experience Letter

Furthermore, the candidate must execute demonstration(s) which may include the following:

1. Plan window displays/Floor plans for cross merchandising using Photoshop software



Competency Standard C: Execute Brand Marketing Strategy- 0414TAM08C

Overview: This competency standard deal with learning the competencies needed to Build Brand Strategy. That includes orientation of market trends, setting business objectives, performing tactical execution of product using Ps. Your underpinning knowledge will be sufficient to provide you the basis for your work.

Competency Units	Performance Criteria
CU1. Perform Orientation of Market Trends	<p>You must be able to:</p> <p>P1. Perform competitor/category analysis (Interview, survey, social media, etc.) according to the requirement.</p> <p>P2. Perform consumer analysis (behaviour, buying power, etc.) using digital media according to the requirement.</p> <p>P3. Perform STP (Segmentation, Targeting and positioning)</p>
CU2. Set Business Objectives	<p>You must be able to:</p> <p>P1. Plan short term business objectives (sales and promotion)</p> <p>P2. Plan long term business objectives (Market shares)</p>
CU3. Perform Tactical execution of product using Ps	<p>You must be able to:</p> <p>P1. Plan Product requirement according to Market needs</p> <p>P2. Plan Price requirement according to Market needs</p> <p>P3. Plan Place requirement according to Market needs</p> <p>P4. Plan Promotion requirement according to Market needs</p>

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. Therefore he/she must be able to:

- K1.** Define Market and Research Analysis



- K2. Describe Business objectives
- K3. Define Tactical Execution Tools relating to Market needs
- K4. Explain Digital Media

Critical Evidence(s) Required

The candidate needs to produce any or all of the following documents/evidences:

1. Portfolio
2. Assignment(s)/Project(s)
3. Relevant Certification(s)
4. Relevant Job/Experience Letter

Furthermore, the candidate must execute demonstration(s) which may include the following:

1. Execute project explaining Marketing Strategy of a selected product, including:
 - Research
 - Objective
 - Price
 - Place
 - Promotion using Digital Media Tools



Competency Standard D: Manage Financial Budget - 0414TAM08D

Overview: This unit of competency describes the outcomes required to manage develop, implement and monitor a personal budget in order to plan regular savings and manage debt effectively.

Competency Units	Performance Criteria
CU1. Develop Budget	<p><i>You must be able to:</i></p> <p>P1. Calculate current direct/indirect expenses using available information to prepare a budget.</p> <p>P2. Keep a record of all income and expenses for a short period of time to help estimate on-going expenses.</p> <p>P3. Subtract total expenses from total income to determine a surplus or deficit budget for the specified period.</p> <p>P4. Find reasons for a deficit budget and ways to reduce expenditure identified.</p> <p>P5. Identify ways to increase income</p>
CU2. Develop Long-term budget	<p><i>You must be able to:</i></p> <p>P1. Analyse income and expenditure and set long term personal financial goals.</p> <p>P2. Develop a long-term budget based on the outcomes of short-term budgeting.</p> <p>P3. Identify obstacles that might affect the business</p> <p>P4. Formulate a regular savings plan based on budget</p>
CU3. Identify ways to maximize future finances	<p><i>You must be able to:</i></p> <p>P1. Determine sources to maximize project finances</p> <p>P2. Identify the need for debt to finance direct/indirect expenses</p> <p>P3. Consolidate existing debt, where possible, to minimize interest costs and fees.</p>





Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- K1.** Explain the abilities to plan and organize to keep records and monitor a budget
- K2.** Describe abilities to set and review goals
- K3.** Explain basic financial management and record keeping to enable development and management of project finances
- K4.** Describe benefits of financial goal setting and project finances to enable effective management
- K5.** Outline numeracy skills to compare income and expenditure

Critical Evidence(s) Required

The candidate needs to produce any or all of the following documents/evidences:

- 1. Portfolio
- 2. Assignment(s)/Project(s)
- 3. Relevant Certification(s)
- 4. Relevant Job/Experience Letter

Furthermore, the candidate must execute demonstration(s) which may include the following:

Demonstrate competency to provide evidence of the ability to manage project finances. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.



Competency Standard E: Practice Professionalism - 0414TAM08E

Overview: This competency standard deal with learning the competencies needed to develop designs for garment by taking inspiration from history of costume, history of art and fashion designers. Your concept of making garment design will prepare you to contextualise the work from different sources.

Competency Units	Performance Criteria
CU1. Develop Portfolio for industry	<p>You must be able to:</p> <p>P1. Select previous assignments for portfolio</p> <p>P2. Work on previous selected assignments for portfolio</p> <p>P3. Compile variety of assignments for portfolio</p> <p>P4. Make Professional Portfolio for industry</p> <p>P5. Develop Digital Portfolio for industry</p>
CU2. Perform Internship	<p>You must be able to:</p> <p>P1. Prepare for internship</p> <ul style="list-style-type: none"> • Personal Presentation • Portfolio Presentation • Interview preparation <p>P2. Demonstrate Ethics for Internship</p> <p>P3. Identify Industry for internship</p> <ul style="list-style-type: none"> • Brands • Boutiques • Stitching Units • Garment Factories • Textile Industries <p>P4. Perform Internship in Industry</p> <ul style="list-style-type: none"> • Fill the Performa of Internship • Report the performance of internship



Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- K1.** Importance of portfolio
- K2.** Ethics for Internship

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- 1.** Professional
- 2.** Portfolio



COMPLETE LIST OF TOOLS AND EQUIPMENT

SR#	Tools & Equipment	Quantity
1.	Computer Systems	25
2.	Scanner	1
3.	Printer	1
4.	Panton Book	1
5.	Pick Glass/Magnifying Glass	25
6.	Textile/Fabric Light Box	1
7.	Scissors	25
8.	GSM Cutter	5
9.	Measuring Tape	25
10.	Barcode Scanner	1
11.	Spec Sheet	25