

Curriculum

For

“Textile & Apparel Merchandising”

(Assistant Merchandiser)

(Level - 4)



17th to 21st May



**National Vocational & Technical
Training Commission**

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Introduction

Definition/ Description of the training programme for *Textile & Apparel Merchandising*

Merchandiser is the interface between Buyer & Manufacturer/Producer. He/she is monitoring client's order during the entire production process, starting from ordering to shipment. Merchandising is the department which mediates marketing and production departments. Pricing is part of the merchandising department's duties.

Purpose of the Training Programme

The purpose of this training is to develop a range of skills and techniques, personal skills and attributes essential for successful performance in merchandising sector in accordance with industry requirements. Graduates of this program may find employment in local and international textile/ garment industries

Overall Objectives of Training Programme

The main objective of this training program is to improve the employability of young graduates through qualifying job-related training in the merchandiser sector, and to train them so that they can prove to be an asset to this sector.

Competencies to Be Gained After Completion Of Course

- **A-** Establish and maintain the occupational Health and safety system
- **B-** Perform Advance communication
- **C-** Analyse Workplace Policies and Procedures
- **D-** Apply visual merchandising
- **E-** Perform pre-production tasks
- **F-** Coordinate Production Processes
- **G-** Apply Marketing and Management Concepts

Possible Available Job Opportunities Available Immediately and Later In The Future

- Merchandiser
- Senior Merchandiser
- Retail Merchandiser
- Merchandiser (Part-Time)

- Merchandise Coordinator
- Catalogue Production Manager
- Fashion Buyer
- Merchandise Display Artist
- Retail Store Manager
- Stock Clerk
- Stock Supervisor
- Quantity Surveyor
- Retail Planners

Trainee Entry Level

Middle or Equivalent (with English, Urdu and Numeracy reading and writing skills)

Minimum Qualification of Trainer

Teaching staff should have DAE with two years' experience or 2 years Certificate with five years' experience in Digging/Excavation. They should also hold or be working towards a formal teaching qualification.

Other formal qualifications in the Civil Construction or Mining would be useful in addition to the above.

Recommended Trainer: Trainee Ratio

The recommended maximum trainer: trainee ratio for this programme is 1 trainer for 25 trainees.

Medium of instruction i.e. language of instruction

Instruction will be Urdu and English.

Duration of the Course (Total Time, Theory & Practical Time)

This curriculum comprises 09 modules. The recommended delivery time is 600 hours. Delivery of the course could therefore be full time, 5 days a week. Training providers are at liberty to develop other models of delivery, including part-time and evening delivery.

The full structure of the course is as follow:

Module	Theory ¹ Days/hours	Workplace ² Days/hours	Total hours
Module 1: Establish and maintain the occupational Health and safety system	10	20	30
Module 2: Perform Advance Communication	10	20	30
Module 3: Analyse Workplace Policies and Procedures	10	20	30
Module 4: Apply Visual Merchandising	60	240	300
Module 5: Perform Pre-Production Tasks	40	160	200
Module 6: Coordinate Production Processes	50	210	260
Module 7: Apply Marketing and Management Concepts	140	210	350

¹ Learning Module hours in training provider premises

² Training workshop, laboratory and on-the-job workplace

Sequence of the Modules

Each module covers a range of learning components. These are intended to provide detailed guidance to teachers (for example the Learning Elements component) and give them additional support for preparing their lessons (for example the Materials Required component). The detail provided by each module will contribute to a standardized approach to teaching, ensuring that training providers in different parts of the country have clear information on what should be taught. Each module also incorporates the industrial needs of Pakistan.

The distribution table is shown below:

Assistant Merchandiser - 12 Months		
Module 1: Establish and maintain the occupational Health and safety system 30 Hours	Module 2: Perform Advanced Communication 30 Hours	Module 5: Perform Pre-Production Tasks 200 Hours
Module 4: Apply Visual Merchandising 300 Hours		
Module 3: Analysis Workplace Policy and Procedures 30 Hours	Module 6: Coordinate Production Processes 260 Hours	
Module 7: Apply Marketing and Management Concepts 350 Hours		

Summary – overview of the curriculum

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 1: Establish and Maintain the Occupational Health and Safety System Aim: After successful completion of this module, the trainee is competent in Contributing to Establish and Maintain the Occupational Health and Safety System	LU1: Organise consultation process LU2: Design Occupational Health and Safety framework LU3: Design and implement an Occupational Health and Safety awareness training program LU4: Establish, monitor and maintain Occupational Health and safety system LU5: Establish and maintain a system for accident investigation LU6: Evaluate the organization's Occupational Health and Safety system and related policies procedures and programs	10	20	30
Module 2: Perform Advanced Communication Aim: After successful completion of this module, the trainee is competent in Performing Advanced Communication	LU1: Demonstrate professional skills LU2: Plan and Organize work LU3: Provide trainings at workplace	10	20	30

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 3: Analysis Workplace Policy and Procedures Aim: After successful completion of this module, the trainee is competent in Analysis Workplace Policy and Procedures	LU1: Manage work timeframes LU2: Manage to convene meeting LU3: Set and meet own work priorities at instant LU4: Develop and maintain professional competence LU5: Follow and implement work safety requirements	10	20	30
Module 4: Apply Visual Merchandising Aim: After successful completion of this module, the trainee is competent in Applying Visual Merchandising	LU1: Prepare Visual Merchandising Toolkits LU2: Plan and execute window displays using Photoshop software LU3: Plan floor fixtures, layouts and promotional displays using appropriate software (AutoCAD/ Photoshop)	60	240	300

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 5: Perform Pre-Production Tasks Aim: After successful completion of this module, the trainee is competent in Performing Pre-production tasks	LU1: Manage the procedure of packaging and trims development LU2: Monitor the procedure of sample preparation	40	160	200
Module 6: Coordinate Production Processes Aim: After successful completion of this module, the trainee is competent in Coordinating Production Processes	LU1: Plan Bulk Production LU2: Monitor Bulk Testing LU3: Monitor finishing and Packing procedure LU4: Scrutinise Final Audit	50	210	260

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 7: Apply Marketing and Management Concepts Aim: After successful completion of this module, the trainee is competent in Applying Marketing and Management Concepts	LU1: Apply Management Practices LU2: Monitor the Product Development lifecycle LU3: Interpret Business Models	140	210	350

Modules

Module 1: Establish and Maintain the Occupational Health and Safety System

Objective of the module: The aim of this module to get knowledge, skills and understanding to maintain personal health, hygiene and safety

Duration: 30hours

Theory: 20 hours

Practical: 10 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Organise consultation process	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Identify and invite relevant personnel or other representative personnel into the development and maintenance processes. 2. Handle issues raised through consultation according to issue resolution procedures. 3. Verify results from the consultation process and makes it available to relevant personnel. 	<ul style="list-style-type: none"> • Identify and invite relevant personnel or other representative personnel into the development and maintenance processes. • Handle issues raised through consultation according to issue resolution procedures. • Verify results from the consultation process and makes it available to relevant personnel. 	<p>Total: 05hrs Theory: 03hrs Practical: 01hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture,</p>

					electrical manufacture)
LU2: Design Occupational Health and Safety framework	The trainee will be able to: <ol style="list-style-type: none"> 1. Identify hazards and risks correctly and confirm according to occupational health and safety legislation, codes of practice and prevailing trends. 2. Develop procedure for ongoing identification of hazards and risks and integrated within work systems and procedures 3. Develop occupational health and safety policies line with relevant legislation. 4. Incorporate and define occupational health and safety responsibilities and duties into job descriptions/statements. 5. Provide adequate resources in a timely and consistent manner. 6. Develop and implement 	<ul style="list-style-type: none"> • Identify hazards and risks correctly and confirm according to occupational health and safety legislation, codes of practice and prevailing trends. • Develop procedure for ongoing identification of hazards and risks and integrated within work systems and procedures • Develop occupational health and safety policies line with relevant legislation. • Incorporate and define occupational health and safety responsibilities and duties into job descriptions/statements. • Provide adequate resources in a timely and consistent manner. • Develop and implement measures to control assessed risks in accordance with the hierarchy of control, relevant 	Total: 05hrs Theory: 03hrs Practical: 01hrs	Consumable <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners Non Consumable <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system • PPEs (Safety glasses, Ear muffs/ear plugs, Protective Gloves, Cap, Safety shoes etc.) 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)

	<p>measures to control assessed risks in accordance with the hierarchy of control, relevant occupational health and safety legislation, codes of practice and trends.</p> <p>7. Implement interim solutions until a permanent control measure.</p> <p>8. Record details clearly and efficiently according to organisation policy and procedures and relevant legislation</p>	<p>occupational health and safety legislation, codes of practice and trends.</p> <ul style="list-style-type: none"> • Implement interim solutions until a permanent control measure. • Record details clearly and efficiently according to organisation policy and procedures and relevant legislation 			
<p>LU3: Design and implement an Occupational Health and Safety awareness training program</p>	<p>The trainee will be able to:</p> <p>1. Communicate procedures to help implement workplace policy</p> <p>2. Inform those involved in implementing the policy about expected outcomes, activities to be undertaken and assigned responsibilities</p>	<ul style="list-style-type: none"> • Devise educational information on the occupational health and safety system and make it available to all relevant personnel. • Provide appropriate training to all relevant personnel to enable the implementation of safety procedures 	<p>Total: 05hrs Theory: 03hrs Practical: 02hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial</p>

				<ul style="list-style-type: none"> Safety manuals 	office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)
LU4: Establish, monitor and maintain Occupational Health and safety system	The trainee will be able to: <ol style="list-style-type: none"> Establish a system for keeping occupational health and safety records in accordance with legislative requirements. Work activities are monitored to ensure that hazard identification and risk assessment and control procedures are effectively adopted. Inadequacies in hazard identification, risk assessment and established 	<ul style="list-style-type: none"> Establish a system for keeping occupational health and safety records in accordance with legislative requirements. Work activities are monitored to ensure that hazard identification and risk assessment and control procedures are effectively adopted. Inadequacies in hazard identification, risk assessment and 	Total: 06hrs Theory: 04hrs Practical: 02hrs	Consumable <ul style="list-style-type: none"> Notebooks Pencils Erasers Sharpeners Non Consumable <ul style="list-style-type: none"> White board Multimedia Internet Computer system 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather

	<p>risk control measures are identified in accordance with the hierarchy of control and reported to designated personnel.</p> <p>4. Amendments to procedures are undertaken through appropriate consultation methods</p>	<p>established risk control measures are identified in accordance with the hierarchy of control and reported to designated personnel.</p> <ul style="list-style-type: none"> Amendments to procedures are undertaken through appropriate consultation methods 			<p>industry, shoe industry, fan manufacture, electrical manufacture)</p>
<p>LU5: Establish and maintain a system for accident investigation</p>	<p>1. A system is developed and implemented for reporting and investigation of all accidents/incidents in accordance with the policies and procedures.</p> <p>2. Training is provided to employees responsible for accident investigation for effective implementation of accident investigation policy.</p> <p>3. Policies and procedures for reporting and investigating all accidents/incidents are reviewed and updated as required</p>	<ul style="list-style-type: none"> Explain the system for reporting and investigation of all accidents/incidents according to the policies and procedures. Importance of training to employees responsible for accident investigation Describe the policies and procedures for reporting and investigating all accidents/incidents 			<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather</p>

					industry, shoe industry, fan manufacture, electrical manufacture)
LU6: Evaluate the organization's Occupational Health and Safety system and related policies procedures and programs	<ol style="list-style-type: none"> 1. The effectiveness of the occupational health and safety system and related policies, procedures and programs is assessed according to the organization's occupational health and safety policy. 2. Improvements to the occupational health and safety system are developed and implemented. 3. Compliance with occupational health and safety legislation and codes of practice is assessed to ensure that legal occupational health and safety standards are maintained 	<ul style="list-style-type: none"> • Importance of occupational health and safety system and related policies, procedures and programs according to the organization 	Total: 06hrs Theory: 04hrs Practical: 02hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners <div>Non Consumable</div> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)

Module2: Perform Advance Communication

Objective of the module: The aim of this module to get knowledge, skills and understanding to perform basic communication.

Duration: 30 hours

Theory: 10 hours

Practical: 20 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Demonstrate professional skills	The trainee will be able to: <ol style="list-style-type: none"> Use different modes of communication to communicate <ul style="list-style-type: none"> Speaking Reading Writing Listening Presentation Visual representation etc. Develop CV Skills according requirements Upgrade professional skills by attending trainings, webinars, conferences etc. Perform Continuous professional development as required at workplace Develop interview skills 	<ul style="list-style-type: none"> Importance of different modes of communication to communicate Describe skills for CV <ul style="list-style-type: none"> Creativity. Interpersonal Skills. Critical Thinking. Problem Solving. Public Speaking. Customer Service Skills. Teamwork Skills. Communication, etc. Importance of hard skills 	Total: 11hrs Theory: 04hrs Practical: 07hrs	Consumable <ul style="list-style-type: none"> Notebooks Pencils Erasers Sharpeners Pen Non Consumable <ul style="list-style-type: none"> White board Multimedia Internet Computer system 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)

LU2: Plan and Organize work	The trainee will be able to: <ol style="list-style-type: none"> 1. Identify task requirements. 2. Plan steps to complete tasks. 3. Review planning and organizing process. 4. Organize work. 	<ul style="list-style-type: none"> • Importance of task requirements. • Describe the planning and organizing process 	Total: 10hrs Theory: 03hrs Practical: 07hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners <div>Non Consumable</div> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system • Pen 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)
LU3: Provide trainings at workplace	The trainee will be able to: <ol style="list-style-type: none"> 1. Assess the need for training 2. Prepare trainees for the learning experience 3. Present training session 	<ul style="list-style-type: none"> • Explain the need for training • Importance of learning experience for trainees 	Total: 09hrs Theory: 03hrs Practical: 06hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners <div>Non Consumable</div>	Class room with multimedia aid and flip charts Visit to merchandiser establishments

	<ol style="list-style-type: none"> 4. Support trainees in managing their own learning 5. Facilitate group learning 6. Provide opportunity for practice 7. Provide feedback on progress on trainees 8. Review delivery experience 			<ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system • Pen 	EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)
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Module 3: Analyse with Workplace Policy and Procedures

Objective of the module: The aim of this module to get knowledge, skills and understanding to analyse with workplace policy and procedures

Duration: 30 hours **Theory:** 10 hours **Practical:** 20 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Manage work timeframes	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Complete work tasks within deadlines in according to order of priority 2. Supervisors are informed of any delays in work times or projects 	<ul style="list-style-type: none"> • Importance of time management strategies 	<p>Total: 06hrs Theory: 02hrs Practical: 04hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners • Pen <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	<p>Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>

LU2: Manage to convene meeting	The trainee will be able to: <ol style="list-style-type: none"> 1. Develop agenda in line with meeting purpose 2. Select participants and notify them accordingly 3. Carryout meeting arrangements according to the time 4. Record the minutes of the meeting 	<ul style="list-style-type: none"> • Explain meeting terminologies • Importance of structures and arrangement of meeting • Explain the organizational procedures and policies regarding meetings, chairing and minutes. 	Total: 06hrs Theory: 02hrs Practical: 04hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners • Pen <div>Non Consumable</div> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)
LU3: Set and meet own work priorities at instant	The trainee will be able to: <ol style="list-style-type: none"> 1. Take initiative to prioritize and facilitate competing demands to achieve organizational goals and objectives 	<ul style="list-style-type: none"> • Describe Healthy work life balance 	Total: 06hrs Theory: 02hrs Practical: 04hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners 	Class room with multimedia aid and flip charts

	<p>2. Use technology efficiently and effectively to manage work priorities and commitments</p> <p>3. Maintain appropriate work-life balance</p>			<ul style="list-style-type: none"> • Pen <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	<p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>
<p>LU4: Develop and maintain professional competence</p>	<p>The trainee will be able to:</p> <p>1. Assess personal knowledge and skills against competency</p> <p>2. Participate in networks to enhance personal knowledge, skills and work relationships</p>	<ul style="list-style-type: none"> • Explain the professional competence • Importance of feedback 	<p>Total: 06hrs</p> <p>Theory: 02hrs</p> <p>Practical: 04hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners • Pen <p>Non Consumable</p> <ul style="list-style-type: none"> • White board 	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p>

	3. Seek feedback from employees, clients and colleagues to develop and improve competence			<ul style="list-style-type: none"> • Multimedia • Internet • Computer system 	OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)
LU5: Follow and implement work safety requirements	The trainee will be able to: <ol style="list-style-type: none"> 1. Identify and report emergency incidents 2. Practice organizational policy and procedures for responding to emergency incidents 3. Identify and implement workplace procedures and work instructions for controlling risks 	<ul style="list-style-type: none"> • Explain the emergency incidents • Importance of organizational policy and procedures for emergency incidents 	Total: 06hrs Theory: 02hrs Practical: 04hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners • Pen <div>Non Consumable</div> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training

					<p>purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>
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Module 3: Apply Visual Merchandising

Objective of the module: The aim of this module to get knowledge, skills and understanding to apply visual merchandising

Duration: 300 hrs.

Theory: 60 hrs.

Practical: 240 hrs.

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Prepare Visual Merchandising Toolkits	<p>The trainee 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"> • Explain the purpose of pattern display (Color wise, Price wise, Category wise and size wise) • Describe different methods of display patterns • Describe the use of display toolkits according to product • Describe different display techniques (Pyramid display, Inverted Pyramid display, Asymmetrical display and Symmetrical display) 	<p>Total: 80hrs</p> <p>Theory: 20hrs</p> <p>Practical: 60hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Color pencils • Erasers • Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture,</p>

	3. Create Cross Merchandising Patterns including: <ul style="list-style-type: none"> ○ Category wise ○ Colour wise ○ With carry wears 	<ul style="list-style-type: none"> • Describe methods of cross merchandising Patterns (Category wise, Colour wise and With carry wears) 			electrical manufacture)
		<u>Practical Activity:</u> <ol style="list-style-type: none"> 1. Prepare a VM Toolkit for an assigned project, including: <ul style="list-style-type: none"> ○ Display Toolkit ○ Display Techniques ○ Cross Merchandising Patterns 			
LU2: Plan and Execute window displays using Photoshop software	The trainee will be able to: <ol style="list-style-type: none"> 1. Plan and execute thematic/non thematic window display 2. Design Standard Operating Procedures (SOPs) such as: <ul style="list-style-type: none"> ○ Mannequin handling ○ Prop placement 	<ul style="list-style-type: none"> • Describe the use of Photoshop Software, including: Interface, drawing tools, painting tools, manipulating tools, etc. • Describe thematic/non thematic window display 	Total: 120hrs Theory: 20hrs Practical: 100hrs	Consumable <ul style="list-style-type: none"> • Notebooks • Pencils • Color pencils • Erasers • Sharpeners Non Consumable <ul style="list-style-type: none"> • White board • Multimedia • Internet 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial

	<ul style="list-style-type: none"> ○ Product Placement ○ Lighting 	<ul style="list-style-type: none"> • Explain Standard Operating Procedures (SOPs) (Mannequin handling, Prop placement, Product Placement and Lighting) 		<ul style="list-style-type: none"> • Computer system with adobe photo shop soft ware 	office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)
		<p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> 1. Design SOPs and plan non thematic window display of assigned product accordingly on Photoshop software. 			
LU3: Plan floor fixtures, layouts and promotional displays using appropriate software (AutoCAD/ Photoshop)	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Design Floor Plans according to requirements 2. Design Fixtures 3. Design promotional display 	<ul style="list-style-type: none"> • Describe the use of AutoCAD, including: Interface, drawing tools, manipulating tools, etc. • Describe Floor Plans designing using software 	<p>Total: 100hrs Theory: 20hrs Practical: 80hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Color pencils • Erasers • Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia 	<p>Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR</p>

		<ul style="list-style-type: none"> • Explain Fixtures designing using software • Explain Promotional Displays using software 		<ul style="list-style-type: none"> • Internet • Computer system with relevant soft wares 	Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)
		<p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> 1. Create a floor Layout on AutoCAD for a specific product assigned by trainer. 2. Design promotional display for assigned product by using AutoCAD/Photoshop. 			

Module 4: 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: 140 hrs.

Theory: 40 hrs.

Practical: 160 hrs.

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Manage the procedure of packaging and trims development	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Prepare a list of specifications of each trim 2. Finalise layout of all relevant printed packaging material 3. Analyse quality samples as per requirement 4. Select trims and packaging alternatives for the approval of client 	<ul style="list-style-type: none"> • Explain specification sheet • Explain the trims and accessories • Describe the uses of trims and accessories • Explain specifications related to trims and accessories • Explain packaging materials • Describe the layouts of printed packaging material • Explain sample selection according to requirement • Explain the quality criteria for samples • Explain submission options 	<p>Total: 90hrs Theory: 20hrs Practical: 70hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Color pencils • Erasers • Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system with relevant soft wares 	<p>Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>

		<p>for trims and packaging material</p> <ul style="list-style-type: none"> • Explain alternatives for trims and packaging material 			
		<p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> 1. Prepare a list of specifications of all trims and accessories attached on a specific garment assigned by trainer. 2. Prepare the layouts of printed packaging material of assigned product. 			

LU2: Monitor the procedure of sample preparation	The trainee will be able to: <ol style="list-style-type: none"> 1. Prepare a purchase Order 2. Evaluate the cost/price for pre-production tasks 3. Select design and colour options for approval (design strike off and/or colour swatch options, etc.) 4. Present accessories for submission 5. Select pre-production sample for approval 	<ul style="list-style-type: none"> • Define Purchase Order (PO) • Describe the importance of Purchase Order (PO) • Explain the elements of Purchase Order (PO) • Explain pre-production tasks • Explain the preparation of pre-production cost report (production cost, total manufacturing cost, damaged product, alteration, etc.) • Describe the purpose of pre-production cost report • Explain the importance of designs • Describe color options • Explain strike off/mock of design 	Total: 110hrs Theory: 20hrs Practical: 90hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Notebooks • Pencils • Color pencils • Erasers • Sharpeners <div>Non Consumable</div> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)
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	<p>6. Select a production/final sample for approval</p>	<ul style="list-style-type: none"> • Describe the preparation process of design and color options from Panton Colour Book for approval • Explain submission process of accessories • Describe accessories management for submission • Explain the purpose of pre-production sample • Explain preparation procedure of pre-production sample • Explain the criteria for the approval of final sample 			
		<p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> 1. Prepare a Purchase Order of a final production sample, assigned by trainer. 2. Prepare a design and make atleast 3 color 			

		options of design from Panton Colour Book.			
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Module 7: Coordinate Production Processes

Objective of the module: After successful completion of this module, the trainee is competent in coordinate production process according to professional standards

Duration: 260 hrs.

Theory: 50 hrs.

Practical: 210 hrs.

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Plan Bulk production	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> Design assembly line as per requirement: <ul style="list-style-type: none"> Single assembly line Mix Model assembly line Set production target according to quantity and Time (Time & Assessment (T&A)) 	<ul style="list-style-type: none"> Describe the different assembly lines (single, mix model) <ul style="list-style-type: none"> Types of assembly lines Model selection Resources allocation on each workstation Output targets Describe preparation of assembly line (single, mix model) Define production targets Explain the purpose of production targets Describe production planning Explain delivery priority 	<p>Total: 65hrs Theory: 15hrs Practical: 50hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> Notebooks Pencils Color pencils Erasers Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> White board Multimedia Internet Computer system 	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture,</p>

		<ul style="list-style-type: none"> Describe production targets preparation according to quantity and time assessment (T&A)/standard allowed minutes (SAM)). 			electrical manufacture)
		<p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> Set production target of a specific product, according to quantity and Time (Time & Assessment (T&A)) as per the parameters given by trainer. 			
LU2: Monitor Bulk testing	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> Analyse raw material testing results Analyse Inline inspection result 	<ul style="list-style-type: none"> Describe international quality standards (AQL) Describe raw material testing as per requirements/standards Interpret raw material testing results Describe Inline inspection (fabric faults, printing faults, 	<p>Total: 60hrs Theory: 10hrs Practical: 50hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> Notebooks Pencils Color pencils Erasers Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> White board Multimedia Internet <p>Computer system</p>	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for</p>

	<p>3. Analyse testing results of finished goods</p>	<p>missing embroidery, alterations, etc.)</p> <ul style="list-style-type: none"> • Interpret Inline inspection results • Describe testing of finished goods • Interpret finished goods testing results 			<p>training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>
		<p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> 1. Perform raw material (fabric) testing as per International Quality Standards (AQL). 2. Perform finished product (garment) testing/inspection as per International Quality Standards (AQL). 			

LU3: Monitor finishing and Packing procedure	The trainee will be able to: <ol style="list-style-type: none"> 1. Inspect thread cropping procedure 2. Inspect stain removal Procedure 3. Inspect Ironing procedure 4. Inspect Tagging procedure 5. Inspect Folding procedure 6. Inspect piece Packing and bulk packing procedure 	<ul style="list-style-type: none"> • Interpret Tech Pack instructions • Explain the need of thread cropping in finishing procedure • Explain different types of stains • Explain different stain removal procedures by using appropriate methods/ Explain different types of stains • Explain different Ironing procedures by using appropriate Ironing equipment (steam press, hard press, steam dolly, etc.). • Explain different types of stains • Define Tagging • Explain different types of Tags 	Total:75hrs Theory:15hrs Practical:60hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Notebooks • Pencils • Color pencils • Erasers • Sharpeners <div>Non Consumable</div> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)
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		<ul style="list-style-type: none"> • Explain tagging procedures • Define Folding techniques • Describe types of packing (piece Packing and bulk packing) • Explain packing accessories • Explain functions of packing (primary and secondary) 			
		<p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> 1. Inspect bulk packing process including finishing and packaging procedures 			
LU:4 Scrutinise Final Audit	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Examine material/accessories inspection 2. Examine measurement inspection 	<ul style="list-style-type: none"> • Describe fabric inspection procedure • Describe size inspection procedure 	<p>Total:60hrs Theory:10hrs Practical:50hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Color pencils • Erasers • Sharpeners 	<p>Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER</p>

	<p>3. Examine colour/design inspection</p> <p>4. Examine packaging and folding inspection</p>	<ul style="list-style-type: none"> Describe colour/design inspection procedure Describe packaging and folding inspection procedure <p><u>Practical Activity:</u></p> <p>1. Cross check the final audit results as per International Quality Standards and prepare a report.</p>		<p>Non Consumable</p> <ul style="list-style-type: none"> White board Multimedia Internet Computer system 	<p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>
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Module 8: Apply Marketing and Management Concepts

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

Duration: 350 hrs.

Theory: 140 hrs.

Practical: 210 hrs.

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Apply Management Practices	The trainee will be able to: 1. Interpret Layers of Management 2. Interpret Types of Management 3. Demonstrate Problem Solving Techniques 4. Perform Process of Decision Making	<ul style="list-style-type: none"> Define management Explain layers of management 	Total: 90hrs Theory: 40hrs Practical: 50hrs	Consumable <ul style="list-style-type: none"> Notebooks Pencils Color pencils Erasers Sharpeners 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)
		<ul style="list-style-type: none"> Describe types of Management Define problem solving Describe problem solving techniques Define decision making process Describe steps for decision making steps 		Non Consumable <ul style="list-style-type: none"> White board Multimedia Internet Computer system 	
		<u>Practical Activity:</u> 1. Find your personal decision making style and enlist points of style			

		<p>2. Find any problem from market/case study then report:</p> <ul style="list-style-type: none"> ○ Problem ○ Causes of problem ○ Find alternatives to solve problem ○ Make plan for implementation of best alternative 			
<p>LU2. Monitor the Product Development lifecycle</p>	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Perform Initial Forecast 2. Perform Consumer Analysis 3. Prepare a Marketing Plan to source and present the product 	<ul style="list-style-type: none"> • Define forecasting • Describe product lifecycle • Describe steps for initial forecast • Define consumer • Describe consumer segmentation • Describe the steps for consumer analysis • Define marketing • Explain marketing plan 	<p>Total:130hrs Theory:50hrs Practical:80hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Color pencils • Erasers • Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile</p>

		<ul style="list-style-type: none"> Describe marketing plan for sourcing and presenting products 			industry, leather industry, shoe industry, fan manufacture, electrical manufacture)
		<p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> Explore the process of any product trainee want to launch <ul style="list-style-type: none"> Identify the development forecast the profitability of this product for business Make marketing plan for any innovative/new product including <ul style="list-style-type: none"> Sourcing ways of that product Presenting products Explain your target customer of specific product and write all the steps of customer analysis for the selective target customers 			

LU3. Interpret Business Models	The trainee will be able to: <ol style="list-style-type: none"> 1. Interpret Types of Business Models 2. Evaluate the Contemporary Business Models 	<ul style="list-style-type: none"> • Define Business • Define business models • Describe types of business models • Explain the need of business models <p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> 1. Select your own business model and write the reasons for selecting that model for your business 	Total:130hrs Theory:50hrs Practical:80hrs	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Color pencils • Erasers • Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>
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General assessment guidance for *Textile Merchandiser*

Good practice in Pakistan makes use of sessional and final assessments, the basis of which is described below. Good practice by vocational training providers in Pakistan is to use a combination of these sessional and final assessments, combined to produce the final qualification result.

Sessional Assessment is going on all the time. Its purpose is to provide feedback on what students are learning:

- To the student: to identify achievement and areas for further work
- To the teacher: to evaluate the effectiveness of teaching to date, and to focus future plans.

Assessors need to devise sessional assessments for both theoretical and practical work. Guidance is provided in the assessment strategy

Final Assessment is the assessment, usually on completion of a course or module, which says whether or not the student has "passed". It is – or should be – undertaken with reference to all the objectives or outcomes of the course, and is usually fairly formal. Considerations of security – ensuring that the student who gets the credit is the person who did the work – assume considerable importance in final assessment.

Methods of Assessment

For lessons with a high quantity of theory, written or oral tests related to learning outcomes and/ or learning content can be conducted. For workplace lessons, assessment can focus on the quality of planning the related process, the quality of executing the process, the quality of the product and/or evaluation of the process.

Methods include direct assessment, which is the most desirable form of assessment. For this method, evidence is obtained by direct observation of the student's performance.

Examples for direct assessment of a Textile Merchandiser include:

- Work performances, for example perform basic communication, maintain personal health, hygiene and safety, perform basic computer operations, and dispose the waste materials.
- Demonstrations, for example organize store merchandizing, handling documents
- Direct questioning, where the assessor would ask the student how to perform personal safety at work place, how they can communicate work place policy and

procedures, how they can handle documents, what are the benefits of organizing store merchandising

- Paper-based tests, such as multiple choice or short answer questions on communication at work place policy and procedures, handling documents, organizing store merchandizing
- Indirect assessment is the method used where the performance could not be watched and evidence is gained indirectly.

Examples for indirect assessment of a Textile Merchandiser include:

- Work products, such as preparing and handling documents, perform some procedures of store merchandising

Indirect assessment should only be a second choice. (In some cases, it may not even be guaranteed that the work products were produced by the person being assessed.)

Principles of Assessment

All assessments should be valid, reliable, fair and flexible:

Fairness means that there should be no advantages or disadvantages for any assessed person. For example, it should not happen that one student gets prior information about the type of work performance that will be assessed, while another candidate does not get any prior information.

Validity means that a valid assessment assesses what it claims to assess. For example, if documentation or organizing procedures of store merchandiser are to be assessed and certificated, the assessment should involve performance criteria that are directly related to that documentation activity. An interview about the organization of store merchandizing would not meet the performance criteria.

Reliability means that the assessment is consistent and reproducible. For example, if the work performance of preparing documents in words has been assessed, another assessor (e.g. the future employer) should be able to see the same work performance and witness the same level of achievement.

Flexibility means that the assessor has to be flexible concerning the assessment approach. For example, if there is a power failure during the assessment, the assessor should modify the arrangements to accommodate the students' needs.

Assessment strategy for *Junior Merchandiser*

This curriculum consists of 07 modules:

- Module 1: Establish and maintain the occupational Health and safety system
- Module 2: Perform Advanced Communication
- Module 3: Analyse Workplace Policies and Procedures
- Module 4: Apply Visual Merchandising
- Module 5: Perform Pre-Production Tasks
- Module 6: Coordinate Production Processes
- Module 7: Apply Marketing and Management Concepts

Sessional Assessment

The sessional assessment for all modules shall be in two parts: theoretical assessment and practical assessment. The sessional marks shall contribute to the final qualification.

Theoretical assessment for all learning modules must consist of a written paper lasting at least one hour per module. This can be a combination of multiple choice and short answer questions.

For practical assessment, all procedures and methods for the modules must be assessed on a sessional basis. Guidance is provided below under Planning for assessment.

Final Assessment

Final assessment shall be in two parts: theoretical assessment and practical assessment. The final assessment marks shall contribute to the final qualification.

The Assessment Team

The number of assessors must meet the needs of the students and the training provider. For example, where two assessors are conducting the assessment, there must be a maximum of five students per assessor. In this example, a group of 25 students shall therefore require assessments to be carried out over a four-day period. For a group of only 10 to 15 students, assessments would be carried out over a two-day period only.

Planning for Assessment

Sessional Assessment: assessors need to plan in advance how they will conduct sessional assessments for each module. The tables on the following pages are for assessors to use to insert how many hours of theoretical and practical assessment will be conducted and what the scheduled dates are.

Final Assessment: Training providers need to decide ways to combine modules into a cohesive two-day final assessment programme for each group of five students. Training providers must agree the content for practical assessments in advance.

Complete List of Tools and Equipment

Sr no	Description	Quantity
1	Computer with relevant software and internet	26
2	Printer	1
3	Multi media	1
4	Whiteboard	1
5	Lights	1
6	Mannequin	5
7	Props	

List of Consumable Supplies

Sr no	Material	Quantity
1	Colour box pencil(12)	25
2	Color box water color	25
3	Colour box oil colours	25
4	White sheets	40
5	Stencils	30

6	White sheets	30
7	A4 rim	13
8	Note books	25
9	Eraser	25
10	Pencils	25
11	Sharpener	25

Credit Values

The credit value of the National Certificate Level 2 in Textile Merchandizing is defined by estimating the amount of time/ instruction hours required to complete each competency unit and competency standard. The NVQF uses a standard credit value of 1 credit = 10 hours of learning (Following Higher Education Commission (HEC) guidelines).

The credit values are as follows:

Competency Standard	Estimate of hours	Credit
A. Establish and maintain the occupational Health and safety system	30	3
B. Perform Advanced Communication	30	3
C. Apply Visual Merchandising	300	30
D. Perform Pre-Production Tasks	140	14
E. Develop Advance Computer Application Skills	100	10
F. Analyse Workplace Policies and Procedures	30	3
G. Coordinate Production Processes	220	22
H. Apply Marketing and Management Concepts	350	35