

# **Qualification title: OAL Level 2 Diploma in Retail and Visual Merchandising Operations**

**Qualification number (QN): 603/3574/9**

## **Qualification Specification**

### **Qualification purpose**

This qualification is designed to develop and confirm the competent performance of retailers, with a strong focus on visual merchandising as a key operational theme throughout their role. It provides the necessary retail and visual merchandising skills, knowledge, understanding and behaviours to work effectively in retail operations. This qualification also underpins the delivery of the Retailer Apprenticeship Standard in England.

On achievement of the qualification learners will have developed the level of competence which will enable them to perform consistently, reliably and productively in their work role, and make a positive contribution to their employment.

### **Qualification coverage**

Learners will achieve mandatory units covering visual merchandising and other areas such as customer service, sales, maintaining stock, marketing, team working and communication. The expanded visual merchandising content of this qualification presents stretch and challenge to retailer apprentices, providing the necessary additional and specialist skills and knowledge to enable visual merchandising to make a substantial and positive difference to the performance of retail operations.

On achievement of this qualification, learners will be able to work effectively in retail, they will be able to deliver enhanced customer service, promote the value of the business and deliver sales service that meets customers' needs. They will be able to use effective methods of communication, a variety of sales techniques and importantly powerful visual merchandising methods.

Learners will have developed an understanding of customer profiles, vision and objectives of the business. They will know how the business positions itself in the market and understand the importance of visual merchandising in promoting the business brand, image and reputation.

### **Qualification Objective**

Qualification objective is supporting a role in the workplace.

OAL Level 3 Diploma in Retail and Visual Merchandising, Specification, January 2025

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## Who is this qualification for?

This qualification is designed for learners who are looking to learn and apply their visual merchandising and retailer skills in a retail environment. Learners who have some experience of retail operations and wish to continue their professional development will also benefit from the skills, knowledge and understanding that this qualification provides.

Retailers use visual merchandising techniques to construct displays with creative or innovative designs to attract the attention of consumers. These are important in reinforcing the store's image and brand identity, in improving the customer service experience and especially in increasing customer numbers and maximising sales. Therefore visual merchandising has a critically valuable part to play in the role of the retailer, which can really make a difference to the success of a retail outlet. Implemented effectively visual merchandising will take the consumer on a seamless and pleasurable journey from the retail display to closing the sale.

Retailers must be passionate about delivering a quality service that always aims to exceed customers' expectations. Therefore, retailers enjoy direct contact with a wide range of people and are motivated by completing a sale and knowing a customer is happy with their purchase. They assist customers in purchasing products and services, which requires a good understanding of the merchandise being sold, the variety of ways customers can shop and the ability to process payments.

Retailers can work in a variety of shops and other retail establishments: small boutiques, large high street chains, supermarkets and well-known department stores are just some examples. More specialist retailers include funeral services, garden centres, delicatessens and people who work in remote environments for example in telephone, on-line and mail order retail.

## Entry requirements

There are no formal entry requirements for learners selecting this qualification. However, organisations providing training and assessment must ensure that learners have the potential and opportunity to achieve the qualification successfully.

This qualification is not approved for use by learners under the age of 16 years and OAL cannot accept any registrations for learners in this age group.

## Progression

This qualification will support progression of learners to:

- Increased responsibility or promotion opportunities in retail
- Level 3 vocational qualifications in retail/management/merchandising/marketing
- Apprenticeships for the retail industry
- Team leader/supervisor, merchandiser, marketing and related job roles in retail

## Regulatory information

Regulated by	Ofqual
Countries offered in:	England
Ofqual subject/sector areas:	7.1 Retailing and wholesaling
Qualification operational start date	1st September 2018
Applicable age ranges (years):	16-18; 19+

## Assessment methods

This qualification is assessed using the following assessment methods:

- Portfolio of evidence
- Practical demonstration/assignment

All assessments are internally set and marked and quality assured by OAL.

Learners are required to achieve all learning outcomes and assessment criteria within the relevant sixteen units of assessment, and all assessment criteria must be assessed and achieved.

Assessment of skills will involve the observation of learner performance carrying out a retailer visual merchandiser's role in the workplace.

The portfolio of evidence may consist of various types of assessment evidence including work-based projects, observation of learner performance, question and answer, written records, assignments, projects etc. A portfolio mapping document is available for approved centres to download from the OAL portal.

Knowledge outcomes must be assessed using methods to meet the needs of learners this may include responses to oral or written questioning or the use of assignments or tests.

All assessments are subject to internal quality assurance within approved centres providing this qualification. External quality assurance of assessment within approved centres is provided by OAL.

## Grading

This qualification is not graded, successful learners will achieve a pass.

## Qualification Structure

Qualification title: OAL Level 2 Diploma in Retail and Visual Merchandising Operations	
Qualification number (QN): 603/3574/9	Total Qualification Time (TQT): 430
Total qualification credits: 43	Guided Learning Hours (GLH): 260

All units are mandatory, learners must achieve all 16 units to achieve the qualification

Number	Title	Type	Level	Credit	GLH
Y/617/1981	Principles of visual merchandising	U	2	1	8
D/617/1982	Apply visual merchandising techniques in retail operations	C	2	3	18
H/617/1983	Provide customer service in retail and visual merchandising operations	C	2	4	24
K/617/1984	Maintain the business brand and reputational standards in retail and visual merchandising operations	C	2	3	18
M/617/1985	Maintain commercial standards in retail and visual merchandising operations	C	2	3	18
T/617/1986	Promote products and services in retail and visual merchandising operations	C	2	4	24
A/617/1987	Communicate effectively in retail and visual merchandising operations	C	2	2	12
Y/616/0494	Apply sales techniques in retail operations	C	2	2	12
D/616/0495	Match products and services to customers' needs in retail operations	C	2	3	18
K/616/0497	Maintain stock levels in retail operations	C	2	3	18
M/616/0498	Operate technology in retail operations	C	2	2	12
T/616/0499	Support and contribute to an effective team in retail operations	C	2	3	18
D/616/0500	Develop and improve personal performance in retail operations	C	2	2	12
H/616/0501	Comply with legal requirements in retail operations	C	2	3	18
K/616/0502	Contribute to equality and diversity in retail operations	C	2	3	18
M/616/0503	Minimise the environmental impact of retail operations	C	2	2	12

## Qualification support

This qualification is supported by a number of Further Education Colleges and Independent Providers of post-16yrs training and education.

## Further information

Further information is available from our website: <http://www.oawards.co.uk>  
or from customer services: [customerservice@oawards.co.uk](mailto:customerservice@oawards.co.uk).

**Registered centres:** The qualification handbook, which contains additional information about this qualification, and assessment documentation is available from our online portal.

Website: <http://www.oawards.co.uk>

You can also contact OAL directly at:

Occupational Awards Ltd, Innovation Centre, Innovation Way, York YO10 5DG

Tel: 01904 236 483

Email: [customerservice@oawards.co.uk](mailto:customerservice@oawards.co.uk)

## Qualification achievement

All units are allocated a credit value which provides an indication of the size of the units in terms of total qualification time (TQT), 1 credit = 10 TQT.

All units have been assigned total qualification time (TQT) and guided learning hours (GLH):

- GLH is the average estimated time that a learner will spend under the direct supervision of the tutor /trainer and includes invigilated and practical assessments
- TQT is the average time a learner will spend carrying out unsupervised leaning activities such as assignments, course work etc. **PLUS** the GLH

The units set out what learners need to know and understand or be able to do and these are described in learning outcomes in units of assessment. The learning outcomes are defined by assessment criteria and these criteria must be assessed successfully for a learner to achieve each unit.

Achievement of the required sixteen units will mean the qualification has been completed and will be subject to approval of a claim for certification. OAL will issue a certificate complete with the learner's name, the qualification title, the credits achieved, and the grade awarded.

Centres must ensure they understand all qualification requirements prior to the registration of learners and to carrying out assessment. Assessment of learners must not take place before

the registration of the learner with OAL.

Centres must retain copies of learner assessment records for at least three years after certification. Registration and certification fees may be subject to change and centres should be fully aware of registration and certification end dates to ensure learners are not disadvantaged.