

**Unit of Competency**

**Functional Area: Sales and Merchandising**

Title	Implement product recalls
Code	105276L4
Range	This unit of competency is applicable to practitioners in the import and export industry in handling customer complaints and product recalls through the logistics chain.
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> <li>1. Possess knowledge of principles of product recalls and product management                             <ul style="list-style-type: none"> <li>• Use a wide range of skills to handle product recall</li> <li>• Use a wide range of skills to organise a range of activities to get product to market and provide support</li> </ul> </li> <li>2. Implement product recall                             <ul style="list-style-type: none"> <li>• Co-ordinate with relevant parties to identify the need of recall and the scope of the recall</li> <li>• Notify the relevant parties (e.g., manufacture, dealers)</li> <li>• Co-ordinate to establish consumer hotlines or communication means to respond customer enquiries</li> <li>• Release product recall announcement</li> <li>• Establish contingency plan and recall procedures</li> <li>• Provide the action plan to flow the products through the logistics chain for recycling or disposal</li> </ul> </li> <li>3. Manage product recalls in a professional manner                             <ul style="list-style-type: none"> <li>• Consider possible customer responses in implementing product recalls to minimise negative impact on company image</li> <li>• Maintain good relationships with customers during product recall and pave the way for future businesses</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable of establishing recall procedures</li> <li>• Capable of providing action plan to handle product recalls</li> </ul>
Remark	