

**Unit of Competency**

**Functional Area: Strategic Management**

Title	Explore store locations
Code	105030L5
Range	This unit of competency (UoC) is applicable to staff of the management level in the retail industry. It covers the abilities to analyze and judge meticulously, search for and explore new store locations for the organization in consideration of factors such as policies and resources of the organization in order to assist the organization's retail business development.
Level	5
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of looking for appropriate store locations <ul style="list-style-type: none"> <li>• Understand the business of the organization and the nature of the store being set up, e.g.: <ul style="list-style-type: none"> <li>• Convenience store</li> <li>• Department store</li> <li>• Specialty store, etc.</li> </ul> </li> <li>• Understand the organization's requirements in selecting locations for setting up retail stores, including: <ul style="list-style-type: none"> <li>• Considerations such as size of store area, location (area), position (ground floor shop or upper floor shop), etc.</li> <li>• Compatibility with products for sale</li> <li>• Synergy effect with other stores of the organization</li> <li>• Comparison with competitors' selected store locations</li> <li>• Consideration with regard to market share</li> </ul> </li> <li>• Understand the organization's resources for exploring store locations, including: <ul style="list-style-type: none"> <li>• Financial resources</li> <li>• Human resources</li> <li>• Limitations on supply of goods (if any), etc.</li> </ul> </li> <li>• Understand the rental rate/price level requested by the store owner, and the tenancy /sales condition of other stores in the same area</li> </ul> </li> <li>2. Explore store locations <ul style="list-style-type: none"> <li>• Apply store location selection and assessment skills to explore appropriate store locations e.g. <ul style="list-style-type: none"> <li>• Confirm the new store location</li> <li>• Enlarge the floor area of the existing store</li> <li>• Confirm a new chain store location</li> <li>• Match with goods varieties and arrangement for market positioning, etc.</li> </ul> </li> <li>• Explore appropriate store locations to cope with the business development of the organization <ul style="list-style-type: none"> <li>• Search for potential new store locations</li> <li>• Study development potential and predict the investment return for the new store</li> <li>• Study the details, i.e. the detailed information about operating a store at the selected location</li> </ul> </li> <li>• Apply location selection skills to assess the appropriateness of the store location explored for the organization, including: <ul style="list-style-type: none"> <li>• Customer flow: total number and target group of customers</li> <li>• Vehicular flow: total number, type of vehicles and traffic congestion condition</li> <li>• Parking facilities: number of parking spaces, distance from the store location, parking spaces for staff, etc.</li> <li>• Overall transportation: proximity to mass transit railway or highway, convenience for goods transportation</li> <li>• Characteristics of the store location: easiness to be caught sight of, outlook and size of the building where the store locates, position of the store location, shape and size, etc.</li> <li>• Tenancy conditions of the store: rental, tenancy period, decoration and maintenance costs, tax burden, etc.</li> </ul> </li> <li>• Perform final assessment of the explored store location, including: <ul style="list-style-type: none"> <li>• Giving an overall rating to each location under consideration in accordance with the above assessment criteria</li> <li>• Comparing the ratings of all locations under consideration and select the most appropriate location</li> <li>• Reporting the final store location to the higher level together with related justifications</li> </ul> </li> </ul> </li> </ol>

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Competency	3. Exhibit professionalism <ul style="list-style-type: none"><li>• Ensure no malpractice or deception in the process of store location exploration</li></ul>
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"><li>• Look for and explore new store locations for the organization by taking into considerations factors such as the organization's business objectives and resources; and</li><li>• Assess the store locations explored and select the most appropriate store location to assist the organization's overall retail business development.</li></ul>
Remark	