

Specification of Competency Standards of the Retail Industry

**Unit of Competency**

**Functional Area: Strategic Management**

Title	Formulate environmental sales strategy
Code	105033L6
Range	This unit of competency (UoC) is applicable to retail business operators/decision makers of organizations. It covers the abilities to master a wide range of environmental information, formulate environmental sales strategy for the organization with respect to the complex planning, design, development and management of products/services, in order to enhance the economic benefit of the retail business and facilitate the long-term development of the organization.
Level	6
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of environmental sales <ul style="list-style-type: none"> <li>• Understand that environmental sales means seeking to protect the environment from management aspect in order to facilitate the retail business of the organization</li> <li>• Understand current environmental strategy and system of the organization (particularly on the aspect of sales)</li> <li>• Understand the international standards and ordinances, the code of practice on environmental sales and the future trend</li> <li>• Understand the keys to success for organizations in the retail industry that have outstanding performance in environmental protection</li> <li>• Understand risk assessments related to the implementation of environmental sales</li> </ul> </li> <li>2. Formulate environmental sales strategy <ul style="list-style-type: none"> <li>• Fully master the organization's internal and external factors and, after critically evaluating new concepts and evidence in the absence of complete data/information, formulate an overall environmental sales strategy that meets the actual operation of the organization, including: <ul style="list-style-type: none"> <li>• Choose an appropriate environmental management system for the organization</li> <li>• Establish the long-term and short-term environmental objectives of the organization</li> <li>• Establish relevant environmental sales performance indicators</li> <li>• Develop environmental protection measures favourable to the development of the sales business of the organization, e.g.: <ul style="list-style-type: none"> <li>• Green (environmental) inventory</li> <li>• Green (environmental) transport</li> <li>• Green (environmental) packaging</li> </ul> </li> <li>• Integrate environmental protection measures in the overall operation/sales</li> <li>• Establish a good working relationship with environmental groups</li> </ul> </li> <li>• Monitor and analyze the discrepancy between the anticipated environmental sales objectives and the actual performance, and make decisions to : <ul style="list-style-type: none"> <li>• Optimize environmental management system</li> <li>• Re-allocate the resources</li> <li>• Establish the auditing procedures</li> <li>• Monitor the operation of the system</li> <li>• Strengthen internal communication channels</li> <li>• Review the effectiveness and make suggestions for improvement</li> </ul> </li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Ensure that the organization's environmental sales strategy and results comply with relevant legal requirements</li> <li>• Promote the long-term development of environmental sales in the organization in order to fulfil social responsibility</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Formulate an overall environmental sales strategy in accordance with the actual operation of the organization and legal requirements; and</li> <li>• Ensure that the environmental sales strategy formulated complies with the requirements of environmental ordinances.</li> </ul>
Remark	