

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Implement product recall
Code	105045L3
Range	This unit of competency (UoC) is applicable to staff responsible for product sales and quality management in the retail industry. It covers the abilities to implement product recall, after making analysis and judgement, in accordance with the organization's product recall guidelines and procedures in order to protect consumer benefit.
Level	3
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of product recall <ul style="list-style-type: none"> • Understand the organization's product recall guidelines and procedures • Understand the statutory requirements and procedures of the government for retail product recall, e.g. food safety requirements • Understand various sources and channels of information on product recall, including: <ul style="list-style-type: none"> • Suppliers • Government organizations • The Consumer Council • Customer complaints • Understand the duties of implementing product recall, e.g.: <ul style="list-style-type: none"> • Product evaluation • Risk assessment • Update the supervisor/ the management regularly on the recall status • Know the consequences of delaying product recall 2. Implement product recall <ul style="list-style-type: none"> • Understand the demand and reasons for product recall, such as upon: <ul style="list-style-type: none"> • Communication with the supplier/ manufacturer • Government request • Customer complaints • Look into and confirm the nature of product recall and the related recall action • Carry out product recall according to corporate guidelines and procedures, including: <ul style="list-style-type: none"> • Reporting immediately to the management on the situation and potential risks • Informing the supplier/manufacturer about the details of the product in question as soon as possible • Stopping selling and recalling the product that may cause danger to the public immediately • Release relevant news to the public through mass media • Recalling the product from consumers • Finish product recall effectively within the specified time • Assist in reviewing the product recall process and report to supervisor on matters related to product recall 3. Exhibit professionalism <ul style="list-style-type: none"> • Adhere to professional ethics when implementing product recall to prevent any fraudulent conduct • Ensure that the public are informed punctually and correctly about the product recall
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Handle the product recall quickly according to corporate guidelines and procedures and the legal requirements so as to minimize the influence on consumers; and • Report the status on product recall and customer satisfaction to supervisor and release relevant information to the public through different media platform to ensure a smooth process of product recall.
Remark	