

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Implement environmental sales strategies
Code	105058L4
Range	This unit of competency (UoC) is applicable to staff in the retail industry. It covers the abilities to perform judgement and monitoring, implement the established environmental sales strategies and measures of the organization, and apply them to actual sales of products to ensure that the expected results are achieved and the overall benefit of the organization increased.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of environmental sales <ul style="list-style-type: none"> • Understand the environmental sales policies of the organization in order to promote its retail business • Master the established environmental strategies and measures of the organization, e.g.: <ul style="list-style-type: none"> • Green (environmental) inventory • Green (environmental) transport • Green (environmental) packaging • Master the corporate requirements on environmental sales results • Understand the local and international legal requirements on environmental retail • Know how to monitor the implementation of environmental sales measures 2. Implement environmental sales strategies <ul style="list-style-type: none"> • Implement green (environmental) inventory measures, e.g.: <ul style="list-style-type: none"> • Save energy (usage of water, electricity and fuel of warehouse) • Reduce consumption of materials • Promote recycling of materials • Replace traditional materials with recyclable ones (e.g. compact fluorescent light bulb, LED light bulb, etc.) • Implement green (environmental) transport measures, e.g.: <ul style="list-style-type: none"> • Use as few materials and less fuel as possible to complete the goods delivery • Deliver goods with environmental-friendly vehicles (electric cars) • Adopt a more efficient goods delivery arrangement (just-in-time delivery) • Reduce the idle time (intangible resources) between deliveries • Avoid under-loaded deliveries by vehicle (tangible resources) • Implement green (environmental) packaging measures, e.g.: <ul style="list-style-type: none"> • Reduce / eliminate excess packaging in the retail process • Promote simple gift wrapping (e.g. holiday gift box) • Strict compliance with relevant ordinances or measures (e.g. Levy on plastic bags) • Replace plastics bags with environmental-friendly shopping bags (e.g. non-woven bag) • Implement other environmental sales strategies and measures, e.g.: <ul style="list-style-type: none"> • Offer discount to customers who respond to the environmental measures as an incentive • Provide training on environmental knowledge and measures to staff involved in the sales of goods • Monitor the implementation of environmental sales strategies and measures, and report to the higher level when a problem occurs 3. Exhibit professionalism <ul style="list-style-type: none"> • Implement environmental sales strategies while protecting the benefit of the organization and the society as a whole • Ensure the environmental sales strategies of the organization and their results meets the relevant legal requirements

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Apply the established environmental sales strategies and measures of the organization to the actual sales of products; and• Monitor the implementation of the environmental sales strategies and measures, and report to the higher level when a problem occurs
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