

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Manage online brands
Code	105093L3
Range	This unit of competency (UoC) is applicable to staff responsible for website operation in the retail industry. It requires meticulous analysis and judgement. It covers the abilities to effectively manage the organization's online brand products in accordance with the established goals of the organization in order to retain existing customers, attract new customer source and explore potential customers, and assist the organization's retail business development.
Level	3
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of online brands</p> <ul style="list-style-type: none"> • Master the established online sales strategies of the organization • Understand details of the organization's online business platform and its operation procedures • Master different forms of brands owned by the organization, e.g.: <ul style="list-style-type: none"> • Product brands • Corporate brand • Brand of suppliers • Registered trademarks • Registered brands • Intellectual properties, etc. • Understand characteristics of online operation, e.g.: <ul style="list-style-type: none"> • Construction of website • Online domain and domain name • Search engine, etc. • Understand general brand management strategies, e.g.: <ul style="list-style-type: none"> • Customer retention programmes and promotional activities • Loyalty and retention programmes • Resources plan • Sales strategies • Pricing strategies • Publicity and distribution strategies • Relationship between web search and access • Assessment of competitors' activities, etc. • Understand the regulation of online business activities by government ordinances

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Competency	<p>2. Manage online brands</p> <ul style="list-style-type: none"> • Properly manage the organization's online brand products according to the organization's goals and strategies, e.g.: <ul style="list-style-type: none"> • Assess the actual value of the brand products • Determine the way of promoting the brand products online • Formulate appropriate business strategies for the organization's online brand products (as listed in 1.) • Combine and select brand management and online strategies, etc. • Judge online customers' attitude towards the brands • Judge the comparative advantages of the organization's online brand products and those of its competitors • Assess what effect will bring on the brand products in an online environment and channel • Determine what additional area can make the brand products stand out in an online environment • Establish indicators for measuring brand value and sales performance • Implement measures to optimize the value of online brand products, e.g.: <ul style="list-style-type: none"> • Collect information about online customer behaviour and product loyalty • Combine brand management as well as sales and promotional activities • Establish the legal status of ownership of brand products in an online environment • Ensure the intellectual properties related to the brand products are protected in an online environment • Deploy and implement other measures to optimize online brands, e.g.: <ul style="list-style-type: none"> • Special prices • Exclusive supply • Extensive choices • Special function (only applicable online) • Early exposure (fashion or trendy products) • Logistics support (direct delivery) • Personal reward, etc. • Regularly review online brand product management, and give improvement suggestions to the higher level <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Strictly adhere to government ordinances that monitor and regulate online business activities • Prevent in a professional manner any abuse of power or corrupt conduct by means of online business environment
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Manage the organization's online brand products according to the established goals of the organization; and • Assist the organization's retail business development by online brand product management.
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