Specification of Competency Standards of the Retail Industry
Unit of Competency

Functional Area: Information Technology

Title	Manage online sales system
Code	105094L3
Range	This unit of competency (UoC) is applicable to staff responsible for online sales services. It covers the abilities to use various types of information technology application software to support and enhance work efficiency; manage the organization's online sales system according to its online sales policy and the environmental needs; conduct regular monitoring and review to ensure the accuracy and timeliness of the sales system.
Level	3
Credit	3 (for reference only)

Competency	Performance Requirements
	1. Knowledge of online sales service system
	   • Understand the online sales policy and strategies of the organization
	   • Understand the functions, features, configuration, strengths and weakness, etc. of the organization's online sales system
	   • Understand important settings for online sales systems, e.g.:
	      • Customer group, supply chain
	      • Online promotion
	      • Online commodity catalogue
	      • Online order and payment
	      • Network security system
	   • Know about the backup required, essentials for business continuity and potential risks of online sales system
	   • Understand legal requirements for online sales, e.g.:
	      • Personal data (Privacy) Ordinance
	      • Copyright Ordinance
	      • Unsolicited Electronic Messages Ordinance
	      • Electronic Transactions Ordinance
	      • Information security
	   • Understand information technology project management theories and techniques
	2. Manage online sales system
	   • Choose an appropriate online sales system and set an accurate financial budget (including the budget of software and hardware, publicity and training) according to the organization's online sales strategies and the needs of business environment, and introduce an advanced online sales system
	   • Formulate and implement appropriate customer transaction and payment procedures according to the organization's online sales strategies and relevant legal requirements
	   • Clearly define the sign-in permissions and interface of the network system for customers, suppliers and sellers to strengthen system security
	   • Formulate online sales security policy and procedures according to relevant legal requirements and the organization's sales strategies in order to protect against malicious software, phishing attacks, adware, etc.
	   • Maintain various types of electronic transaction records accurately, including email, voice mail, chat room, etc.
	   • Formulate the organization's online sales system monitoring and repair procedures to regularly monitor the system status, details of the sales items, online promotions, etc.; perform recovery and update tasks accordingly to ensure the accuracy and timeliness of the content and pricing in the system
	   • Regularly review the online sales system to ensure that it meets the operational needs of the organization
	3. Exhibit professionalism
	   • Prevent in a professional manner any false/illegal conduct by abusing the e-commerce platform
	   • Fully comply with the legal requirements related to online sales

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Formulate appropriate online sales procedures according to the organization's online sales strategies and system features; and • Regularly monitor, review and update sales system information to ensure the accuracy and timeliness of the web content (sales items, price marking, etc.).
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