

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Implement e-retail business model
Code	105102L4
Range	This unit of competency (UoC) is applicable to staff responsible for policy implementation in the retail industry. It covers the ability to implement e-retail business model according to the established policies of the organization, and ensure its smooth operation in order to assist the organization's retail business development.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of electronization of retail business <ul style="list-style-type: none"> • Master the organization's e-sales strategies and relevant resources • Understand the details and operational procedures of the e-business model selected by the organization, e.g.: <ul style="list-style-type: none"> • Model type e.g. business to business (B2B) or business to customer (B2C) • Customer group faced • Infrastructure and application software used • Products and services promoted • Content and information provided • Payment method used • Understand the indicative factors of success for implementation of e-retail business model, e.g.: <ul style="list-style-type: none"> • Earnings and relevant maintenance fees • Relationship with customers • Business management performance • Relationship with partners • Efficiency of data processing • Coordination/cooperation with stakeholders • Understand the regulation on e-business model and website as stipulated in the government's ordinances 2. Implement e-retail business model <ul style="list-style-type: none"> • Implement related tasks according to the established e-retail business model of the organization: <ul style="list-style-type: none"> • One-off tasks e.g.: <ul style="list-style-type: none"> • Build a platform for the organization's online retail business • Deploy staff member of the organization or outsource the job to support e-retail operation • Buy/rent the software and hardware required • Check out the ordinances, ethics and security matters necessary for website business • Procedures for handling and following up customer complaints • Periodic tasks e.g.: <ul style="list-style-type: none"> • Monitor day-to-day online retail business operation • Measure and record the indicative factors for the above e-retail business model • Ensure that all online retail businesses are handled in a normal way • Ensure that all emergencies/unusual situations/complaints are promptly handled • Make improvement when necessary in order to handle users' requests • Develop and update relevant computer software and hardware when necessary • Review the organization's e-retail business model regularly and suggest improvements to the higher level 3. Exhibit professionalism <ul style="list-style-type: none"> • Take into account the benefit of the organization, the customers and all other stakeholders during the implementation of e-retail business model • Prevent in a professional manner any abuse of power or corrupt conduct by abusing the e-retail business model of the organization

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Implement the established e-retail business model of the organization effectively; and• Assist the organization's retail business development by implementing the e-retail business model.
Remark	