

**Unit of Competency****Functional Area: Information Technology**

Title	Formulate online sales strategies
Code	105105L5
Range	This unit of competency (UoC) is applicable to staff responsible for formulating sales strategies in the retail industry. It requires sound analysis and judgement. It covers the abilities to evaluate the current situation of the organization and formulate applicable online sales strategies to attract new customer sources and explore potential customers in order to promote the organization's overall retail business.
Level	5
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of online sales <ul style="list-style-type: none"> <li>• Understand the importance of current computer network (Internet) to sales expansion</li> <li>• Understand the organization's overall marketing strategy and customer relationship management policies</li> <li>• Understand online customers' consumption psychology and behaviour</li> <li>• Master characteristics of online sales, e.g.: <ul style="list-style-type: none"> <li>• The continuous expansion and development of Internet and communication skills</li> <li>• The vast population gathered by the Internet and the diversity in culture</li> </ul> </li> <li>• Master differences between online sales and traditional sales, e.g. <ul style="list-style-type: none"> <li>• Changes in the methods of communicating information</li> <li>• Changes in consumer groups</li> <li>• Changes in consumption behaviour</li> </ul> </li> <li>• Understand the ordinances and regulations on online business activities, including those related to sales, as stipulated by the government and governing bodies, e.g. collection of personal information</li> </ul> </li> <li>2. Formulate online sales strategies <ul style="list-style-type: none"> <li>• Analyze the characteristics and selling points of goods of the organization and work out a list of products that are most suitable for online sales and their priority</li> <li>• Formulate online sales strategies for goods of the organization, e.g.: <ul style="list-style-type: none"> <li>• Formulate a target customer list (corporate clients, private clients)</li> <li>• Formulate a sales model, e.g.: <ul style="list-style-type: none"> <li>• Business to business (B2B)</li> <li>• Business to customer (B2C)</li> <li>• Customer to customer (C2C)</li> </ul> </li> <li>• Determine the platform for online sales, e.g.: <ul style="list-style-type: none"> <li>• Utilize the organization's own computer network</li> <li>• Utilize other portal websites of the Internet or the e-commerce platform</li> <li>• Utilize famous search engines for sales</li> </ul> </li> <li>• Maintain close communication with and make frequent reports to the higher level and the marketing department</li> <li>• Determine the online sales format for products of the organization, including: <ul style="list-style-type: none"> <li>• Online advertising, e.g. banner advertising, email advertising, e-magazine advertising, newsgroup advertising, bulletin advertising, etc.</li> <li>• Online marketing, producing product publicity and promotional effects by website traffic</li> <li>• Website promotion, attracting customers by improving website content and service</li> <li>• Relationship marketing, attracting customers to keep close relationship with the organization and building customer loyalty by interaction on the Internet</li> </ul> </li> <li>• Formulate online sales methods and techniques for products of the organization, e.g.: <ul style="list-style-type: none"> <li>• Online promotional discounts, cheaper than selling with traditional method</li> <li>• Online promotional lucky draws, very easy to implement by computer procedures and database, etc.</li> </ul> </li> <li>• Ensure that all online sales activities of the organization comply with the regulations as stipulated by the government and governing bodies</li> <li>• Regularly review online sales strategies and make improvement</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Keep abreast of the latest ordinances of the government and governing bodies e.g. information, privacy and information security, etc., and ensure that all online sales strategies do not violate related regulations</li> </ul> </li> </ul></li></ol>

# 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"><li>• Formulate a set of online sales strategies in accordance with the established marketing objectives of the organization; and</li><li>• Expand sales network by online sales strategies in order to promote the organization's overall retail business.</li></ul>
Remark	