Unit of Competency

Functional Area: Information Technology

Title	Plan and develop an online business website
Code	105106L5
Range	This unit of competency (UoC) is applicable to IT staff in the retail industry. It covers the abilities to analyze, organize, and synthesize; to plan and develop an online business website suitable for the organization to use according to the organization's business strategies in order to expand its retail business.
Level	5
Credit	6 (for reference only)

Competency	Performance Requirements
	1. Knowledge of online business website
	    • Master the organization's online sales strategies and resources invested
	    • Master the support for the organization's development of mobile Apps
	    • Understand that the main objective of a business website is to make profits, with the following purposes:
	        • Display corporate image
	        • Release product information
	        • Link to online customers
	        • Explore new markets
	        • Gain a great proportion of profits with less investment
	    • Understand the importance of planning and developing a business website for the organization, e.g.:
	        • Construction of website has great publicity effect
	        • Construction of website meets with the development of times
	        • Construction of website helps the access of detailed, useful and timely information
	    • Understand factors of considerations in online business website development, e.g.:
	        • Style and creativity of website
	        • Logo of website
	        • Visual process
	        • Webpage framework and layout
	        • Colour match of website
	2. Plan and develop an online business website
	    • Plan an online business website for the organization according to its online sales strategies and resources actually invested, e.g.:
	        • Decide whether the website development will be done by the internal IT department or be outsourced
	        • Decide the style and structure of website to meet the requirements of
	            • Corporate business goals
	            • Target group of customers
	            • Characteristics of products for sale
	            • Security, etc.
	    • Develop online business website for the organization according to procedures, including:
	        • Conducting studies with relevant department of the organization to analyze and confirm the basic structure of website
	        • Providing website construction solutions to the higher level for reference and selection
	        • Setting up a project team to be responsible for website development
	        • Carrying out actual development of website, e.g.:
	            • Webpage design
	            • Programme development
	            • Technical synthesis
	            • Upload testing
	            • Launch of website
	    • Putting forward a website promotion plan according to market situation
	    • Providing professional training to staff members and customers in the use of website

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Competency	3. Exhibit professionalism
	• Make appropriate arrangements to cater the requirements of different people e.g. the visually impaired, the disabled, etc. when planning the business website of the organization
	• Ensure that the organization's business website design and operation comply with the government's ordinances and requirements of regulatory bodies
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to:
	• Plan and develop an online business website suitable for the organization to use in accordance with its business development; and
	• Assist the organization's retail business development by means of the online business website planned and developed.
Remark	