Specification of Competency Standards of the Retail Industry
Unit of Competency

Functional Area: Information Technology

Title	Evaluate online business
Code	105107L5
Range	This unit of competency (UoC) is applicable to staff responsible for policy formulation in the retail industry. It requires critical analysis and evaluation. It covers the abilities to effectively evaluate the potential of online business and profit based on factors such as the organization's online sales strategies, the business websites developed and the products of the organization, etc., in order to assist the organization's retail business development.
Level	5
Credit	6 (for reference only)

Competency	Performance Requirements
	1. Knowledge of online business
	 • Master the established online sales strategies of the organization
	 • Master the strengths of the organization in constructing business websites
	 • Master the existing and future resources that the organization can invest for supporting online business
	 • Understand the key successful factors of online business, e.g.
	   • Image of the organization itself
	   • Potential of the product in the online market
	   • Accurate online marketing strategies
	   • Successful brand design
	   • Stable system development
	   • Accurately master customer information, e.g.:
	     • Purchase preference
	     • Age group of customers
	     • Areas of life and business activities
	     • Inter-relationship between the above factors, etc.
	 • Understand competitors' online business strategies and measures, etc.
	 • Master the related ordinances and regulations on online business imposed by the government and governing bodies

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Competency	2. Evaluate online business
	• Evaluate the online business of the organization's product development in accordance with the established online sales strategies of the organization and the strengths of its website, including:
	• Conducting an extensive exploratory study on the development of online business for the products of the organization
	• Collecting and organizing products and services of the organization that are suitable for online sales
	• Conducting an analysis of Return on Investment for online business
	• Studying the organization's comparative advantages and disadvantages against its competitors in online business
	• Evaluate other factors that may affect the feasibility of online business, including:
	• Exploring the overall economy, high-level operation mode and business propositions, etc.
	• Explore customers' perception of the product value, acceptance level and usage
	• Overall market size
	• Market penetration analysis
	• Ability to fully utilize existing knowledge and resources in online business
	• Study and evaluate the crucial technological factors affecting the online business
	• Study and evaluate what effect will bring on the organization's online business by the regulations of government ordinances and governing bodies
	• Integrate all aspects of feasibility evaluation and give suggestions to the management for online business, including:
	• Positioning and scale of the organization website
	• The mode of sales to be adopted by the organization website, e.g.:
	• Business to business (B2B)
	• Business to customer (B2C)
	• Customer to customer (C2C), etc.
	• Products or services that the organization website should give priority in sales promotion
	• Continue to monitor and give improvement suggestions after the actual operation of the organization website
	3. Exhibit professionalism
	• Ensure that the benefit of the organization and customers will be taken into account during the evaluation of the online business of the organization
	• Prevent, in a professional manner, any abuse of power or corrupt conduct by means of online business during the evaluation of the online business of the organization
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to:
	• Evaluate the feasibility and profit potential of online business based on factors such as the organization's online sales strategies, website and products; and
	• Ultimately assist the organization's overall retail business development by its online business.
Remark	