Specification of Competency Standards of the Retail Industry
Unit of Competency

Functional Area: Information Technology

Title	Develop an e-retail business model
Code	105109L5
Range	This unit of competency (UoC) is applicable to staff responsible for policies in the retail industry. It involves non-routine activities and requires judgement. It covers the abilities to develop an e-retail business model suitable for the organization, as resources permit, in order to develop its retail business.
Level	5
Credit	6 (for reference only)
Competency	Performance Requirements 1. Knowledge of e-retail 　• Master the established online sales strategies and related resources of the organization as well as the mobile phone apps 　• Understand the advantages of introducing e-business model, e.g.: 　　• Reduce operational costs 　　• Promote commodity's added value 　　• Enhance the organization's competitiveness 　　• Improve the relationship with customers 　　• Improve the relationship with suppliers/business partners 　　• Increase earnings and cash flow 　　• Expand the market share 　• Understand factors affecting the development of an e-retail business model, e.g.: 　　• Access mode of website 　　• Content of website e.g. products and information 　　• Application used 　　• Infrastructure to be constructed 　　• Services provided 　　• Charging methods 　• Understand the regulations on e-business model and website as stipulated in the government's ordinances 2. Develop an e-retail business model 　• Assess the applicability and effects of different e-retail business models, e.g. B2B, B2C, etc., on the organization's retail operations 　• Compare the strengths and characteristics of different e-retail business models 　• Assess and consider the advantages of e-business model according to the organization's actual situation and needs by the following ways: 　　• Explore new opportunities brought by online technologies and applications 　　• Conduct SWOT (Strength, Weaknesses, Opportunities & Threats) analysis on the e-retail business model 　　• Assess the effect of launching the retail website on the market 　• Examine different e-retail business models and have actual experience of their operational procedures 　• Recommend to the higher level the most appropriate e-retail business model 　• Develop the operation plan for the selected e-retail business model 3. Exhibit professionalism 　• Ensure compliance with the relevant ordinances during the development of an e-retail business model 　• Consider the requirements of different people, e.g. the visually impaired and the disabled, during the development of an e-retail business model
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: 　• Develop the most appropriate e-retail business model for the organization as resources permit; and 　• Develop an e-retail business model that supports the organization's retail business development.
Remark	