

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Implement crisis management plan
Code	105143L4
Range	This unit of competency (UoC) is applicable to management staff in the retail industry. It requires meticulous analysis, judgement and evaluation. It covers the abilities to implement crisis management plan effectively according to corporate policy and procedures for handling risks, crises, emergencies, etc. in retail store operation, in order to reduce the negative impact on the retail business of the organization.
Level	4
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of crisis management <ul style="list-style-type: none"> • Understand the business goals and corporate culture of the organization • Understand the crises, risks and threats that the organization may face during the operation of the retail stores • Understand the management plan, policy and procedures of the organization for handling risks, crises, emergencies, etc., including: <ul style="list-style-type: none"> • Definition and classification of crisis • Manpower arrangement and allocation for handling crisis • Procedures for seeking instructions and help for the higher level in response to the crisis occurred • Post-crisis handling work • Understand the impact on the profits and image of the organization as well as on other aspects if the crisis is not handled properly • Master the general management skills e.g. human resources management, business communication, risk management, etc. • Understand the government ordinances and regulations when implementing the crisis management plan 2. Implement crisis management plan <ul style="list-style-type: none"> • Work with colleagues and use all kinds of crisis management skills to master crises that may occur in the business environment of the store, e.g.: <ul style="list-style-type: none"> • Disrupted or inadequate supply • Strike or sabotage • Failures in store facilities e.g. water, electricity, central air conditioning, etc. • Other crises difficult to predict e.g. natural disaster, etc. • Identify the characteristics of various potential crises and handle them according to the established crisis management plan • Confirm the duties or division of work of the personnel responsible for handling crisis • Assess the possible consequences of the crisis and the degree of influence; formulate crisis handling measures for items that may have serious consequences and seek approval from the higher level for implementation • Review and submit a report to provide improvement measures after the crisis is over • File the information of and review the past crisis management cases handled 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure that the implementation of the crisis management plan does not violate any government ordinance or regulation and that the interests of stakeholders, particularly those of the customers, have been taken into account
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Implement the retail store crisis management plan properly according to corporate policy and procedures for handling risks, crises, emergencies, etc.; and • Review and submit a report to provide improvement measures after the crisis to the retail store is over.
Remark	