

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Content Planning and Maintenance

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| Title | Master and evaluate the service provider for e-business website establishment |
| Code | 107121L5 |
| Description | Understand the services provided by the e-business website service providers and to choose the right service provider or partner to enhance the service or speedup website establishment. |
| Level | 5 |
| Credit | 3 (For Reference Only) |
| Competency | <p>Performance Requirements</p> <p>1. Understand the services provided by e-business website service providers / partners (such as TaoBao Partner)</p> <ul style="list-style-type: none"> • Master the advantages of service providers / partners, including but not limited to: <ul style="list-style-type: none"> ○ Integrated brand promotion services ○ Business website design ○ Product sales strategy ○ Logistics and warehousing support ○ Customer service platform ○ Payment platform • Understand the charging model for service providers / partners <ul style="list-style-type: none"> ○ By time ○ By brand ○ By product ○ By sales • Analyse and select service providers / partners that are in line with corporate interests <p>2. Exhibit professionalism</p> <ul style="list-style-type: none"> • To meet the requirements of corporate development and to maximize the benefits of corporates during the choice of service providers or partners • Ensure the suppliers or partners to comply with relevant regional laws |
| Assessment Criteria | <p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • choose the appropriate service providers or partners to meet the interest of corporates |
| Remark | |