

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Operating Data Analysis

Title	Analyse sales volume and gross margin
Code	107143L5
Description	Through the analysis of sales gross margin, examine and assess the operation of the corporate and to predict corporate profitability
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the definition and use of gross margin for assessing business operation <ul style="list-style-type: none"> • Understand the concept of sales volume and gross margin • Apply formula to accurately calculate the gross margin 2. Analyse gross margin <ul style="list-style-type: none"> • Analyse gross margin to find profit-making areas and to discover the various problems of the business process • Review the accuracy and comparability of the data • Master various analysis such as sales customers, sales varieties • Master various analytical perspectives, such as budget comparison with previous year • Master the corporate's overall gross margin situation • Analyse the gross margin of specific products and sales changes • Analyse the change in gross margin and assess the impact on future gross margins • Review and propose measures to improve gross margin 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure the accuracy and confidentiality of data in processing the information. • Follow the ethical conduct with integrity attitude in the preparation of analysis reports.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Master the formula to calculate gross margins • Analyse sales volume and gross margins to assess the business operation and forecast profit.
Remark	