

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Multi-channel Promotion of Communication

Title	Apply 2D barcode on sales business
Code	107161L4
Description	Apply 2D barcode technology to provide rapid information reading to improve the overall sales business.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the types and specifications of 2D barcode</p> <ul style="list-style-type: none"> • Understand the characteristics of 2D barcode <ul style="list-style-type: none"> ○ Record more information ○ Record more complex information such as image links, web links, and more ○ Highly confidential ○ High security level ○ Strong identification • Compare different types of 2D barcode <ul style="list-style-type: none"> ○ Stacked two-dimensional bar code ○ Matrix two-dimensional bar code ○ Action bar code • Understand the advantages of 2D barcode on retail business <ul style="list-style-type: none"> ○ Speed up transaction efficiency, improve service quality and image ○ Avoid mistakes and prevent employee fraud ○ Simplify on-site labeling and tag costs ○ Improve time management, flexibility to adjust manpower ○ Improve inventory and procurement management ○ Improve product display management for better commodity management ○ Quick access to business situation for adjusting the commodity portfolio <p>2. Apply 2D barcode technology</p> <ul style="list-style-type: none"> • Understand the bar code design considerations and application areas • Introduce the most suitable 2D barcode technology to the corporate • Evaluate the impact of 2D barcode technology on the retail industry, such as increased sales, additional costs, etc. <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the application of 2D barcode technology comply with the policies and legal requirements from the authorities.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Apply 2D barcode technology to improve sales business • Apply 2D barcode technology to assist the overall retail business development of the corporate
Remark	