

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Marketing Management

Title	Design e-business model
Code	107285L5
Description	Through the development of business models, describe the contribution of various departments in e-business corporate to customers' values, the corporate internal structure, partner networks and relationships. Achieve the values of the departments and generate sustainable profitability elements for the overall continued business target.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the definition and basic elements of the e-business model</p> <ul style="list-style-type: none"> • Understand the definition of business model <ul style="list-style-type: none"> ○ Including positioning, business systems, key resource capabilities, profit model, cash flow structure, business value • Understand the relationship between business model and management model • Master the characteristics of excellent business model <ul style="list-style-type: none"> ○ Have the expected growth: replicative growth ○ Has a prominent competitive advantage ○ Able to generate high levels of performance at average levels of resources ○ Able to share cooperation ○ Have more profit ○ Extensibility <p>2. Design of e-business model</p> <ul style="list-style-type: none"> • Corporate positioning • Design business system <ul style="list-style-type: none"> ○ List the relevant economic activity network ○ Determine the boundaries of the corporate, the relationship with the stakeholders: market relations, long-term contracts, agents, distribution, franchise, equity, holding, joint venture ○ Identify the elements of an corporate: capital, entrepreneur, employee, supplier, customer, intangible asset owner • Plan key resource capabilities <ul style="list-style-type: none"> ○ Corporate resources: financial resources, physical resources, human resources, information resources, intangible resources, customer relationship resources, corporate network resources, strategic real estate ○ Identify key resources • Develop profit model <ul style="list-style-type: none"> ○ Typical profit model PM2, PM6, PM8, PM11 • Formulate cash flow structure • Determine the value of the corporate <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Comply with Hong Kong's relevant corporate law and trade laws in the development of e-business model.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Master the definition and basic elements of the business model • Develop business model

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