

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Sales, Marketing and Multi-channel Sales Management

Title	Practise self-quality management
Code	111238L1
Range	This unit of competency (UoC) is applicable to all staff in the retail industry Practitioners have the ability to manage self-quality properly in order to build a good image of retail practitioner in daily work and reduce the risks of public relations crisis to the organisation.
Level	1
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of self-quality management</p> <ul style="list-style-type: none"> • Understand personal strengths and weaknesses • Understand personal character and traits related to work, such as: <ul style="list-style-type: none"> ○ Dominant type ○ Outgoing type ○ Cautious type ○ Moderate type • Understand the content of self-quality management, including: <ul style="list-style-type: none"> ○ Time management ○ Emotion management ○ Learning management ○ Health management ○ Ethical management • Understand the performance indicators and perform according to the work instructions • Know about the specific performance related to self-management ability, such as: <ul style="list-style-type: none"> ○ Discipline ○ Patience ○ Courtesy • Understand the importance of self-quality management to the actual retail work and customer service <p>2. Practise self-quality management</p> <ul style="list-style-type: none"> • Master self-personality traits and apply them properly to work, including: <ul style="list-style-type: none"> ○ Personal character strengths ○ Personal interests and abilities ○ Personal work values • Clearly understand the roles and responsibilities of individuals in the team • Build a good self-image, including: <ul style="list-style-type: none"> ○ Identifying self-values ○ Having real and specific targets for work • Make good use of the good personal qualities in daily work, e.g.: <ul style="list-style-type: none"> ○ Explore and make good use of one's own talents and strengths ○ Be optimistic and value one's personal distinctiveness ○ Be willing to try and creative ○ Fill oneself with positive elements, e.g. be loyal, enterprising and humble ○ Be aware of negative and passive elements, e.g. not to be pessimistic, hypocritical, lazy and greedy ○ Show willingness to continuous learning, demonstrate personal skills and unleash the collaborative genius of the team • Always practise good self-management, including conducting self-evaluation

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	<ul style="list-style-type: none">• Apply self-management in actual working environment <p>3. Exhibit professionalism</p> <ul style="list-style-type: none">• Match the image of the organisation and commodities when practising self-quality management, with the target of providing quality customer service
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none">• Be able to manage personal quality and exhibit a good image and behaviour as a retail practitioner with ethical conduct.
Remark	<p>This UoC is adopted from 105039L1. The UoC title is revised.</p>