Specification of Competency Standards
for the Retail Industry
Unit of Competency

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

Title	Manage an online retail brand
Code	111261L5
Range	This unit of competency (UoC) is applicable to staff responsible for online retail management in the retail industry. Practitioners have the ability to manage an online retail brand in order to build a good corporate image and boost the sales.
Level	5
Credit	6 （For Reference Only）

Competency	Performance Requirements
	1. Evaluate the knowledge of online retail brand
	
	• Understand the overall retail brand promotion and marketing strategies of the organisation
	• Understand factors affecting customer's online buying habit, e.g.:
	   o Characteristics of product (e.g. price, uniqueness, practicality, functions, etc.)
	   o Shopping convenience
	   o Advantages and disadvantages of online shopping
	   o Consumption culture and consumption target
	• Possess knowledge of the retail industry, e.g. marketing environment factors, online retailing and e-commerce, market development trend, consumer psychology, competitor's behaviour, market characteristics, etc.
	• Understand the regulatory and legal requirements of the government on online brand owners and retail environment
	• Evaluate various online channels and systems for promoting retail brands, e.g.:
	   o Search engine (e.g. Yahoo, Google)
	   o Social network (e.g. Twitter, Facebook, Weibo)
	   o Online video (e.g. YouTube, TikTok)
	   o Corporate website and portal
	   o Mobile phone network
	
	2. Manage an online retail brand
	
	• Perform preliminary research before promoting an online retail brand in order to identify factors affecting the effectiveness of brand promotion, including:
	   o Consumer expectation (e.g. on personal brand image and product positioning)
	      ▪ Convenient
	      ▪ Quick
	      ▪ Cheaper than shops on the street
	   o Factors attracting and encouraging consumers to shop online
	   o Website features that enhance the brand value
	   o Personal information of existing users
	   o Consumers' requirements on online retail products (e.g. price, exclusive offers, speed of delivery)
	   o Ways to attract consumers to shop online
	      ▪ Online promotion
	      ▪ Exclusive online special offer
	• Master the elements of product branding, including:
	   o Brand image
	   o Brand positioning
	   o Brand value

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

	• Evaluate marketing environment factors, then integrate the use of online and brand management strategies in order to understand consumers' buying experience • Identify appropriate online retail systems and channels to maximise the effectiveness of the online retail brand of the organisation (e.g. sales management for group purchase) • Evaluate the impact of utilising online retailing and develop relevant sales strategies • Establish the implementation plan and performance monitoring mechanism of the online retail brand • Monitor and review regularly the status and result of implementation of the retail branding plan to ensure that the established objectives of the organisation are met 3. Exhibit professionalism • Ensure that the online retail brand of the organisation meets relevant local and international legal requirements
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Implement the preliminary product brand development and research work to identify the most appropriate online retail systems and channels in order to achieve the purpose of promoting corporate brands; • Regularly monitor and review online retail brand promotion activities to ensure that the online marketing and promotion activities conform to the business policies of the organisation and create the best online retail brand image for the organisation; and • Enhance the online reputation of the organisation's retail brand and master its online sales condition and customers' response.
Remark	This UoC is adopted from 105062L5.