

**Specification of Competency Standards**  
**for the Retail Industry**  
**Unit of Competency**

Functional Area - Customer Relationship Management

Title	Manage business partner relationship
Code	111280L6
Range	This unit of competency (UoC) is applicable to the staff responsible for customer relationship management. Practitioners have the ability to establish and maintain business partner relationship to reduce uncertainty of cooperation and enhance customer satisfaction.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Review and set the criteria of selecting business partners, including:</p> <ul style="list-style-type: none"> <li>• Analyse the needs of different business partners <ul style="list-style-type: none"> <li>○ Analyse the needs of market competition environment</li> <li>○ Analyse the core business and advantages of corporate</li> <li>○ Analyse the common interest and potential risks</li> </ul> </li> <li>• Identify the type of partnership, for example: <ul style="list-style-type: none"> <li>○ Strategic partners</li> <li>○ Important partners</li> <li>○ General partners</li> </ul> </li> <li>• Develop a partner selection process <ul style="list-style-type: none"> <li>○ Setup an evaluation team</li> <li>○ Preliminary selection of partners</li> <li>○ Establish evaluation system and selection method</li> </ul> </li> </ul> <p>2. Manage business partner relationship</p> <ul style="list-style-type: none"> <li>• Build the foundation of trust <ul style="list-style-type: none"> <li>○ Strengthen communication and key information exchange</li> <li>○ Frequent visits</li> <li>○ Data exchange</li> <li>○ Achieve concurrent engineering</li> </ul> </li> <li>• formulate partnership development strategy, consolidate and maintain partnership <ul style="list-style-type: none"> <li>○ Give up dispute</li> <li>○ Regularly review the structure and operating system of corporate and partners</li> <li>○ Attention to common interests and value</li> <li>○ Establish incentive and restraint mechanism</li> </ul> </li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Implement the partnership management solution that aligns with development requirements of corporate</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Review and develop partnership selection procedures; and</li> <li>• Formulate partnership development strategy.</li> </ul>
Remark	This UoC is adopted from 107192L6