

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Information Technology

Title	Implement e-retail business model
Code	111414L4
Range	This unit of competency (UoC) is applicable to staff responsible for policy implementation in the retail industry. Practitioners have the ability to implement e-retail business model according to the established policies of the organisation, and ensure its smooth operation in order to align with the organisation's retail business development.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of electronisation of retail business</p> <ul style="list-style-type: none"> • Master the organisation's e-sales strategies and relevant resources • Understand the details and operational procedures of the e-business model selected by the organisation, e.g.: <ul style="list-style-type: none"> ○ Model type (e.g. business to business (B2B) or business to customer (B2C)) ○ Customer group faced ○ Infrastructure and application software used ○ Products and services promoted ○ Content and information provided ○ Payment method used • Understand the indicative factors of success for implementation of e-retail business model, e.g.: <ul style="list-style-type: none"> ○ Earnings and relevant maintenance fees ○ Relationship with customers ○ Business management performance ○ Relationship with partners ○ Efficiency of data processing ○ Coordination/cooperation with stakeholders • Understand the regulation on e-business model and website as stipulated in the government's ordinances <p>2. Implement e-retail business model</p> <ul style="list-style-type: none"> • Implement related tasks according to the established e-retail business model of the organisation: <ul style="list-style-type: none"> ○ One-off tasks e.g.: <ul style="list-style-type: none"> ▪ Build a platform for the organisation's online retail business ▪ Deploy staff member of the organisation or outsource the job to support e-retail operation ▪ Buy / rent the software and hardware required ▪ Check out the ordinances, ethics and security matters necessary for website business ▪ Procedures for handling and following up customer complaints ○ Periodic tasks e.g.: <ul style="list-style-type: none"> ▪ Monitor day-to-day online retail business operation ▪ Measure and record the indicative factors for the above e-retail business model ▪ Ensure that all online retail businesses are handled in a normal way ▪ Ensure that all emergencies/unusual situations / complaints are promptly handled

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	<ul style="list-style-type: none"> <ul style="list-style-type: none"> ▪ Make improvement when necessary in order to handle users' requests <ul style="list-style-type: none"> ○ Develop and update relevant computer software and hardware when necessary • Review the organisation's e-retail business model regularly and suggest improvements to the higher level <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Take into account the benefit of the organisation, the customers and all other stakeholders during the implementation of e-retail business model • Prevent any abuse of power or corrupt conduct by abusing the e-retail business model of the organisation
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Implement the established e-retail business model of the organisation; and • Ensure smooth operations to develop the organisation's retail business by implementing the e-retail business model.
Remark	This UoC is adopted from 105102L4