Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Information Technology

Title	Use new technologies to conduct retail business
Code	111421L5
Range	This unit of competency (UoC) is applicable to IT staff in the retail industry. Practitioners have the ability to introduce new technologies and products to conduct retail business according to the established sales strategies of the organisation in order to assist its overall business development.
Level	5
Credit	6 （For Reference Only）

Competency	Performance Requirements
	1. Understand the knowledge of new technologies
	
	• Master established overall sales strategies of the organisation
	• Understand new technologies and products currently available for retail business, including:
	    o Internet
	    o Smart phone
	    o Tablet computer
	    o Other mobile communication equipment
	• Understand the reaction of retail customers when using new technologies, e.g.:
	    o Focus time is very short
	    o Demand immediate response
	    o Lack patience for unsuitable products
	    o Not tolerate substandard service
	• Understand how new technologies and products support the organisation's existing sales mechanism
	• Understand ordinances and regulations on the use of new technologies and products
	• Understand the extra costs or crises that may be brought by new technologies and products to the organisation's retail business
	
	2. Use new technologies to conduct retail business
	
	• Consider to introduce new technologies/products/business solutions for retail business
	• Make full use of new technologies to enhance the organisation's retail services for customers, e.g.:
	    o Provide real-time online goods search
	    o Customers can browse user comments on goods in real time
	    o Order goods online in real time
	    o Direct delivery of goods from the warehouse
	    o Join to become exclusive members and enjoy the benefits
	    o Update the computer's customer relationship management system of the organisation
	• Evaluate the benefits brought by the new technologies and products to the organisation's retail business
	• Ensure that customers can still receive the same information and service from other sales channels while using new technologies and products
	• Evaluate the extra costs or crises that may be brought by new technologies and products to the organisation's retail business
	• Set indicators for the sales channel using new technologies in order to maintain the service standard of the organisation

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<td>3. Exhibit professionalism

- Comply with relevant ordinances and regulatory requirements in the use of new technologies and products
- Prevent any corrupt conduct with the abuse of new technologies and products</td>
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<td>Assessment Criteria</td>
<td>The integrated outcome requirements of this UoC are the abilities to:

- Use new technologies and products to conduct retail business according to the established sales strategies of the organisation; and
- Assist the organisation's overall retail business development by means of new technologies and products.</td>
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<td>Remark</td>
<td>This UoC is adopted from 105108L5</td>
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