

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Information Technology

Title	Develop an e-retail business model
Code	111422L5
Range	This unit of competency (UoC) is applicable to staff responsible for policies in the retail industry. Practitioners have the ability to develop an e-retail business model suitable for the organisation, as resources permit, in order to develop its retail business.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of e-retail</p> <ul style="list-style-type: none"> • Master the established online sales strategies and related resources of the organisation as well as the mobile phone apps • Understand the advantages of introducing e-business model, e.g.: <ul style="list-style-type: none"> ○ Reduce operational costs ○ Promote commodity's added value ○ Enhance the organisation's competitiveness ○ Improve the relationship with customers ○ Improve the relationship with suppliers/business partners ○ Increase earnings and cash flow ○ Expand the market share • Understand factors affecting the development of an e-retail business model, e.g.: <ul style="list-style-type: none"> ○ Access mode of website ○ Content of website (e.g. products and information) ○ Application used ○ Infrastructure to be constructed ○ Services provided ○ Charging methods • Understand the regulations on e-business model and website as stipulated in the government's ordinances <p>2. Develop an e-retail business model</p> <ul style="list-style-type: none"> • Assess the applicability and effects of different e-retail business models (e.g. B2B, B2C) on the organisation's retail operations • Compare the strengths and characteristics of different e-retail business models • Assess and consider the advantages of e-business model according to the organisation's actual situation and needs by the following ways: <ul style="list-style-type: none"> ○ Explore new opportunities brought by online technologies and applications ○ Conduct Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis on the e-retail business model ○ Assess the effect of launching the retail website on the market • Examine different e-retail business models and have actual experience of their operational procedures • Recommend to the higher level the most appropriate e-retail business model • Develop the operation plan for the selected e-retail business model <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure compliance with the relevant ordinances during the development of an e-retail business model

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	<ul style="list-style-type: none">• Consider the requirements of different people (e.g. the visually impaired and the disabled) during the development of an e-retail business model
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none">• Develop the most appropriate e-retail business model for the organisation as resources permit; and• Develop an e-retail business model that supports the organisation's retail business development.
Remark	This UoC is adopted from 105109L5