

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

Functional Area - Information Technology

Title	Build an online retail platform
Code	111425L6
Range	This unit of competency (UoC) is applicable to staff responsible for IT support in the retail industry. Practitioners have the ability to build an online retail platform according to the business strategies, development plan and operational needs of the organisation in order to help the organisation to achieve a high ROI.
Level	6
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of building online retail platform</p> <ul style="list-style-type: none"> <li>• Master the organisation’s online retail platform strategies</li> <li>• Understand the IT infrastructure, system and support required for building an online retail platform</li> <li>• Master the concept, operation mode and characteristics of online retail platform, e.g.: <ul style="list-style-type: none"> <li>○ Online store</li> <li>○ Multi-channel retail model without geographical restrictions</li> <li>○ Search engine</li> </ul> </li> <li>• Understand the composition and functions of an online retail platform, including: <ul style="list-style-type: none"> <li>○ Domain name/website address</li> <li>○ Email account</li> <li>○ Online payment system</li> <li>○ Shopping system</li> <li>○ E-cert and host platform</li> <li>○ Web marketing tools</li> <li>○ Applications</li> </ul> </li> <li>• Understand the advantages of building an online retail platform and factors affecting its performance</li> <li>• Understand the norms and standards of the organisation and the industry for online customer service</li> <li>• Master the legal requirements for online retail platform, e.g.: <ul style="list-style-type: none"> <li>○ Personal Data (Privacy) Ordinance</li> <li>○ Electronic Transactions Ordinance</li> <li>○ Consumable Security regulations</li> <li>○ Copyright Ordinance</li> <li>○ Registered Trademark</li> <li>○ Ordinances related to consumer protection</li> </ul> </li> <li>• Understand the organisation’s IT project management policy</li> </ul> <p>2. Build an online retail platform</p> <ul style="list-style-type: none"> <li>• Analyse the development trend of online retail business and work with relevant decision-making personnel to formulate the targets and strategies for the organisation’s online retail business</li> <li>• Confirm the feasibility of providing internal R&amp;D and support for the online retail platform</li> <li>• Formulate a comprehensive plan for building the online retail platform, including the operating cost, target ROI, timetable, etc.</li> <li>• Identify the required software and applications for building the online retail platform, e.g.: <ul style="list-style-type: none"> <li>○ Online shopping and tracking system</li> <li>○ Create customer accounts</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li>○ Online payment system and currency of the system</li> <li>○ Choice of languages</li> <li>○ Report system</li> <li>○ Business intelligence</li> <li>○ Security system (e.g. data encryption)</li> <li>● Design and formulate appropriate online business model and implementation plan according to the organisation's online sales business strategies and development plan, including: <ul style="list-style-type: none"> <li>○ Domain name/website address design and selection</li> <li>○ Internal R&amp;D, outsourcing of services</li> <li>○ Online payment system and method</li> <li>○ Information security e.g. E-authentication tools</li> <li>○ Marketing proposal e.g. search engine optimisation (SEO), social media and forum</li> </ul> </li> <li>● Predict potential problems or risks that may threaten the operation of online retail platform, and formulate contingency measures</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>● Ensure that the design and operation the organisation's online retail platform comply with the ordinances and regulations of the governing bodies</li> <li>● Prevent any corrupt conduct and fraud in using the online retail platform</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>● Build an online retail platform according to the business strategies, development plan and operational needs of the organisation in order to help the organisation to achieve a high ROI; and</li> <li>● Analyse the online retail market development trend, the application of new technology and potential security threats, and formulate an effective change plan and contingency procedures accordingly.</li> </ul>
Remark	This UoC is adopted from 105114L6