

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Operations management and administrative support

Title	Plan the site selection and layout of a branch store
Code	110767L5
Range	This unit of competency involves the ability to execute, plan and design. Practitioners should be able to design a branch store and work out a renovation plan according to the company's image, as well as managing and supervising the contractor and staff in charge of the renovations, so as to ensure the timely and proper completion of the renovation to facilitate the store's smooth running of the sales business.
Level	5
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge about the site selection and layout of a branch store</p> <ul style="list-style-type: none"> • Understand the business strategy and marketing plan of the company • Understand the company's requirements for the site selection and property specifications of a branch store • Understand branch store design and layout <p>2. Apply the knowledge about site selection to evaluate the suitability of various locations for the company</p> <ul style="list-style-type: none"> • Identify and explore suitable locations for branch stores according to the company's business objectives and resources, etc. considerations • Understand the owner's requirements for site selection, including: <ul style="list-style-type: none"> ○ The floor area of the branch store ○ The location area ○ The position (ground floor or upstairs) ○ Synergies with other stores ○ Comparisons with competitors' sites ○ Market share considerations • Research the development potential and estimate the return on investment for the new branch store including: <ul style="list-style-type: none"> ○ Potential customer flow: the total number of customers and groups of targeted customers ○ Features of store location: prominent location, the appearance and size of the building, and the position, shape and size of the branch store • Study the lease conditions of the branch store, including: <ul style="list-style-type: none"> ○ Rent ○ Tenancy period ○ Revenue sharing ○ Renovation and maintenance costs ○ Tax burdens, such as the government rent and rates • Assign an overall score to each identified potential site according to the established selection criteria • Compare all of the candidate sites' scores to determine the most suitable one • Master retail shop and window design skills, including: <ul style="list-style-type: none"> ○ Designing and arranging the layout of the branch stores with the targeted customer groups in mind ○ Design and decorate branch store aligned with the company's image • Report the final branch location and layout plan to management • Determine whether to set up virtual tourism product stores in online platforms

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Operations management and administrative support

	<ul style="list-style-type: none"> ○ Determine which tourism products are suitable for sales online ○ Determine which methods are suitable for online payments ○ Determine the online sales strategy ○ Set up an online customer enquiry service, such as 24-hour enquiry service ○ Set the online service levels <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Evaluate branch store locations and select the most suitable sites to enhance the company's business development • Ensure compliance with all statutory requirements on occupational safety, security and environmental, etc. measures during shop renovations
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Select the most suitable branch stores based on the company's development goals and resources, etc.; and • Ensure that the branch store renovations and decoration can be completed in an efficient and timely manner, so as to ensure the store's smooth sales operations
Remark	