

**Specification of Competency Standards for the Retail Industry**  
**Units of Competency for ‘Information Technology’**

1. Title	Implement e-retail business model
2. Code	111414L4
3. 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.
4. Level	4
5. Credit	6 (for reference only)
6. Competency	<p>Performance Requirements</p> <p>6.1 Understand the knowledge of electronisation of retail business</p> <ul style="list-style-type: none"> <li>◆ Master the organisation’s e-sales strategies and relevant resources</li> <li>◆ Understand the details and operational procedures of the e-business model selected by the organisation, e.g.: <ul style="list-style-type: none"> <li>• Model type (e.g. business to business (B2B) or business to customer (B2C))</li> <li>• Customer group faced</li> <li>• Infrastructure and application software used</li> <li>• Products and services promoted</li> <li>• Content and information provided</li> <li>• Payment method used</li> </ul> </li> <li>◆ Understand the indicative factors of success for implementation of e-retail business model, e.g.: <ul style="list-style-type: none"> <li>• Earnings and relevant maintenance fees</li> <li>• Relationship with customers</li> <li>• Business management performance</li> <li>• Relationship with partners</li> <li>• Efficiency of data processing</li> <li>• Coordination/cooperation with stakeholders</li> </ul> </li> <li>◆ Understand the regulation on e-business model and website as stipulated in the government’s ordinances</li> </ul> <p>6.2 Implement e-retail business model</p> <ul style="list-style-type: none"> <li>◆ Implement related tasks according to the established e-retail business model of the organisation: <ul style="list-style-type: none"> <li>• One-off tasks e.g.: <ul style="list-style-type: none"> <li>○ Build a platform for the organisation’s online retail business</li> <li>○ Deploy staff member of the organisation or outsource the job to support e-retail operation</li> <li>○ Buy / rent the software and hardware required</li> <li>○ Check out the ordinances, ethics and security matters necessary for website business</li> <li>○ Procedures for handling and following up customer complaints</li> </ul> </li> <li>• Periodic tasks e.g.: <ul style="list-style-type: none"> <li>○ Monitor day-to-day online retail business operation</li> <li>○ Measure and record the indicative factors for the above e-retail business model</li> <li>○ Ensure that all online retail businesses are handled in a normal way</li> <li>○ Ensure that all emergencies/unusual situations / complaints are promptly handled</li> <li>○ Make improvement when necessary in order to handle users’ requests</li> </ul> </li> <li>• Develop and update relevant computer software and hardware when necessary</li> </ul> </li> <li>◆ Review the organisation’s e-retail business model regularly and suggest improvements to the higher level</li> </ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>◆ Take into account the benefit of the organisation, the customers and all other stakeholders during the implementation of e-retail business model</li> <li>◆ Prevent any abuse of power or corrupt conduct by abusing the e-retail business model of the organisation</li> </ul>

7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"><li>◆ Implement the established e-retail business model of the organisation; and</li><li>◆ Ensure smooth operations to develop the organisation's retail business by implementing the e-retail business model.</li></ul>
8. Remark	This UoC is adopted from 105102L4