

**Specification of Competency Standards for the Retail Industry**  
**Units of Competency for ‘Strategic and ESG Management’**

1. Title	Implement business plan
2. Code	111223L4
3. Range	This unit of competency (UoC) is applicable to business development staff in the retail industry. Practitioners have the ability to understand the organisation’s business and operating policies, and implement its business plan.
4. Level	4
5. Credit	6 (for reference only)
6. Competency	<p>Performance Requirements</p> <p>6.1 Understand the organisation’s business plan</p> <ul style="list-style-type: none"> <li>◆ Know the mission and vision of the organisation</li> <li>◆ Understand the organisation’s business strategy and plan</li> <li>◆ Master the leadership and project management skills</li> <li>◆ Master the business-related laws and regulations</li> <li>◆ Know about business risk management</li> </ul> <p>6.2 Implement business plan</p> <ul style="list-style-type: none"> <li>◆ Confirm all elements crucial to the business plan, such as: <ul style="list-style-type: none"> <li>• Human resources policies</li> <li>• Marketing policy</li> <li>• Business planning</li> <li>• Setting up multi-channel or omni-channel retail stores</li> <li>• Inventory planning</li> <li>• Purchasing</li> <li>• Building supplier and distributor network</li> </ul> </li> <li>◆ Implement and execute the organisation’s business plan</li> <li>◆ Ensure that funds / resources available are within budget</li> <li>◆ Prioritise the plans, assign tasks and make a schedule</li> <li>◆ Ensure that all related units know the schedule, the goals and their tasks</li> <li>◆ Formulate monitoring procedures to measure the progress and effectiveness</li> <li>◆ Review regularly the progress of implementation and make adjustments accordingly if necessary</li> <li>◆ Report to the higher level on the work progress</li> </ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>◆ Ensure the business plan is implemented to the benefit of the organisation</li> <li>◆ Ensure the business plan is implemented according to related business laws</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>◆ Implement the business plan according to the operating policies of the organisation; and</li> <li>◆ Review the progress of implementation and make adjustments accordingly.</li> </ul>
8. Remark	This UoC is adopted from 105021L4.