

Specification of Competency Standards for the Retail Industry
Units of Competency for ‘Store Operations’

1. Title	Manage the retail team
2. Code	111360L4
3. Range	This unit of competency (UoC) is applicable to store management staff in the retail industry. Practitioners have the ability to manage the retail team and related resources of the store according to the sales strategies and market goals of the organisation so as to enhance sales performance.
4. Level	4
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements</p> <p>6.1 Understand the knowledge of retail team management</p> <ul style="list-style-type: none"> ◆ Understand the sales strategies and market goals of the organisation, including: <ul style="list-style-type: none"> • The overall sales target of the organisation and that of the branches (if any) • The status or positioning of store products in the retail market • The competitive advantages of store products ◆ Understand customers’ needs for goods and the trend of the whole market ◆ Master the range, grades and quality of goods and services supplied by the store ◆ Understand the new products and services provided by the store ◆ Master the resources allocated to support the retail team, e.g. manpower and material resources ◆ Master the methods and techniques of managing the retail team and resources of the store, including: <ul style="list-style-type: none"> • Interpersonal skills • Techniques of developing positive thinking, attitude and behaviour • Ability for team building • Leadership • Training and supervision of team members • Arrangements for making decisions and delegation • Techniques for analysing and following up sales reports <p>6.2 Manage the retail team</p> <ul style="list-style-type: none"> ◆ Lead the retail team of a store, including: <ul style="list-style-type: none"> • Knowing about the skills, needs, specialties and weaknesses of individual salespersons • Issuing clear instructions to team members • Building up communication channels that the organisation can control autonomously ◆ Manage the work of the retail team, e.g.: <ul style="list-style-type: none"> • Informing members of the sales target and the criteria for evaluation of performance • Holding meetings for the retail team regularly so as to master and review the latest sales performance • Drawing up the details of the sales report with the team, including the performance indicator, format, and deadline • Analysing and following up the sales report submitted by the team ◆ Manage related resources, including: <ul style="list-style-type: none"> • Allocating resources to retail team members according to operational needs • Urging and motivating retail team members to achieve the overall and individual sales targets • Handling the request for resources or support from the team as soon as possible • Monitoring the expenditure of the retail team and ensure that it lies within the budget ◆ Develop team members with positive values and job ethics, including carrying out sales-related activities wholeheartedly and reporting sales data honestly ◆ Regularly report to the management the operation of the store retail team and related resources, and propose improvements <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ◆ Be fair and just to all members and develop the team spirit when managing the retail team ◆ Comply with the Equal Opportunity Ordinance and the Anti-discrimination Ordinance ◆ Maintain communication with staff or staff associations (e.g. trade unions)

7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ◆ Manage the retail team and related resources according to the sales strategies and market goals of the organisation and boost sales performance; and ◆ Develop team members with positive values and job ethics and respond to the development of the organisation's retail business.
8. Remark	This UoC is adopted from 105146L4.