



**Specification of
Competency Standards
for the Retail Industry
in Hong Kong
(First Edition)**

June 2014

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Chapter 1

Preface

The Education Bureau (EDB) of the HKSAR Government helped the retail sector to set up its Industry Training Advisory Committee (ITAC) in 2010 with a view to implementing the Qualifications Framework for the industry. Since then, the ITAC has managed to formulate the Specifications of Competency Standards (SCS) for the Retail Industry, for which the Vocational Training Council has been appointed to handle the drafting work. In consideration of the present conditions and future development, and the new skills and knowledge required by the industry, the SCS of the Retail Industry formulated by the ITAC sets out the competency standards required of different levels of retail personnel and acts as a set of unified benchmarks for human resources management and development. This could provide a comprehensive training system for the trade and enhance the skills standards and competitiveness, and in turn boost the service quality of the whole industry.

Background of the Industry

Retailing can be defined as “the selling of goods in small quantities direct to consumers, being distinct from wholesale trading where goods are sold or bought in bulk to or from warehouses, godowns or bulk carriers to businesses. Today, retailing also includes non-traditional forms of shopping such as 'tele-shopping', 'e-shopping' and the direct purchase of goods from retail warehouses and factory outlets which serve both consumers and businesses. Moreover, it includes the provision of services direct to customers, including personal services, services related to leisure and entertainment, as well as dining services.”¹ According to the Hong Kong Standard Industrial Classification (HSIC), the retail industry is classified into the following categories:

¹ Website of Planning Department, HKSAR: <http://www.pland.gov.hk> , Ch6 Retail Facilities in Hong Kong Planning Standards and Guidelines

1.	Fish, livestock and poultry, fresh or frozen	11.	Footwear, allied products and other clothing accessories
2.	Fruits and vegetables, fresh	12.	Motor vehicles and parts
3.	Bread, pastry, confectionery and biscuits	13.	Electrical goods and photographic equipment
4.	Other food, not elsewhere classified	14.	Furniture and fixtures
5.	Chinese drugs and herbs	15.	Other consumer durable goods, not elsewhere classified
6.	Medicines and cosmetics	16.	Department stores
7.	Alcoholic drinks and tobacco	17.	Jewellery, watches and clocks, and valuable gifts
8.	Supermarkets	18.	Books, newspapers, stationery and gifts
9.	Fuels	19.	Optical shops
10.	Wearing apparel	20.	Other consumer goods, not elsewhere classified

Retail business has been flourishing in Hong Kong where different types and grades of commodities, imported from all over the world, are available. Hong Kong is never short of shopping locations, such as large shopping malls, hotel arcades, shopping complexes, department stores, boutiques, markets and roadside stalls. Internationally renowned as shoppers' paradise, Hong Kong offers visitors a wide variety of products/services, hospitality and genuine goods and fair prices. In terms of types, visitors can make a choice among chain stores, supermarkets, department stores, exclusive shops, hawker stalls, and recently emerged consignment shops.

Retail trade, one of the largest service industries in Hong Kong, plays a pivotal role in our economy. Owing to the outbreak of SARS, retail business became sluggish in 2003. With the economy making an upturn in the past few years, retail business has gradually picked up. According to the source of the Census and Statistics Department, the value of the total retail sales for the year 2012 at \$445.4 billion, increased by 9.8% when compared with 2011, while the volume of the total retail sales increased by 7.2%. In September 2012, there were 63,972 establishments in the retail industry, with a workforce of 259,000 persons, which took up an important portion of the total employment of Hong Kong.²

² Source: The Census and Statistics Department of Hong Kong

Apart from economic recovery, the constant increase in visitor arrivals from Mainland China in the past decade has become a driving force for the retail business in Hong Kong. The sustained economic growth of the Mainland and the “Individual Visitor Scheme” launched by the HKSAR Government have made Hong Kong an ideal place for spending by Chinese visitors. Besides, the flexibility and diligence of Hong Kong people has boosted retail business. Despite the Asian financial turmoil, 911 Incident and the outbreak of SARS, retail employers and employees have been capable of coping with challenges and turning crises into opportunities by means of innovation and transformation. However, with the impact of economic globalization, the sluggishness of the European and US economies in recent years and the slowdown of the economic growth of China, the retail industry in Hong Kong are facing numerous challenges. The following paragraphs are going to examine the present conditions of the retail sector from the political, economic, social and technological aspects so as to explore the outlook and future development for maintaining the competitive edge of the industry.

Scan of Political, Economic, Social and Technological (PEST) Factors

Prior to the formulation of the Specification of Competency Standards for the Retail Industry, a critical review of the macro-environment is conducted by adopting a systematic approach advanced by **PEST**, in which the **P**olitical, **E**conomic, **S**ocial and **T**echnological factors affecting the macro-environment are scanned, so as to master the present situation of and the challenges faced by the industry and to predict the future development trend of the industry.

Political Factor

After the British had occupied Hong Kong following the signing of the Treaty of Nanjing with Qing Dynasty in 1841, they announced that the territory was a free port, to which the goods and the capital passing from China to European countries or vice versa were attracted. The local retail business has boomed thanks to the open and free policy adopted by the Hong Kong Government. As Hong Kong is a free port, all imported commodities, except tobacco and liquor, are duty-free. All sorts of goods are poured in from different parts of the world. There are products of world-famous brands and good bargains. Hong Kong has adopted a policy of “positive non-intervention” and that is why it has been named as the world’s freest economy for consecutive years by the Heritage Foundation. Milton Friedman praised its open and free policy, for which, he believed, has succeeded in turning Hong Kong from poverty to prosperity within 50 years. Hong Kong is renowned as “shoppers’ paradise” because of its wide varieties of products, concentration of fashionable and trendy items from all over the world and provision of quality service. Shopping, which is part of Hong Kong people’s life and also part of the local culture, supports the development of the retail trade, making the industry an economic pillar of Hong Kong and also an integral component of the society.

Since its sovereignty was transferred from the UK to China on 1 July 1997, Hong Kong has become a special administrative region and enjoyed the privileges of “Hong Kong people ruling

Hong Kong” and “One country, two systems”. The “Individual Visitor Scheme” implemented in 2003 had positive impact on the development of retail business and made the local retail market thrive. The Scheme has been expanded constantly and now has covered 49 Mainland cities with a total of about 270 million residents. Naturally, the surge in the number of Mainland visitors would stimulate retail sales. According to statistics, the visitor arrivals for the year 2012 were over 48.6 million, an increase of 16% as compared with 2011. Among the arrivals, 34.9114 million visitors were Mainlanders, up 24.2% over 2011. With the increase in the number of visitors, their spending was also on the rise. Preliminary information indicated that the total expenditure associated to inbound tourism reached HK\$306.5 billion, up 16.5% over 2011.³

In recent years, the Hong Kong Government has actively promoted the tourist industry and made arrangements convenient for visitors. Currently, nationals of about 170 countries may visit Hong Kong without a visa for a period ranging from 7 days to 180 days. The Government has also introduced measures to relax the limit of stay of Macau and Taiwan visitors. The period of stay for Macau permanent residents who enter as visitors has been extended from 14 days to 180 days. Taiwanese who are holders of "Mainland Travel Permits for Taiwan Residents" can enter Hong Kong and stay for up to 7 days even though they do not have a valid entry/exit endorsement for the Mainland. Undoubtedly, these measures can further attract the visitors from Macau, Taiwan and other places around the world and in turn contribute to the growth of the local retail trade. Besides, the recently signed Supplement VIII to CEPA, which included various liberalization and facilitation measures related to tourism, for example, optimising the “144-hour facilitation visa” policy in Guangdong Province, would create opportunities for the tourist industry. It is expected that the continued growth of the number of visitors to Hong Kong will benefit the retail sector indirectly.

At present, the Government is vigorously developing infrastructure projects, for example, Hong Kong-Zhuhai-Macao Bridge, Cruise Terminal, West Kowloon Cultural District and a third runway (at Hong Kong International Airport). The facilities would enhance Hong Kong’s attraction

³ Source: The Census and Statistics Department of Hong Kong and Hong Kong Tourism Board

to visitors and push forward the local tourist industry. The Guangzhou-Shenzhen section of the Express Rail Link was in official operation in December 2011. Now passengers from Central China can use the national high-speed rail network in the Mainland to go to Shenzhen first and then switch to Hong Kong. Not only has the improvement in transportation succeeded in attracting more Mainlanders to Hong Kong, but also has promoted its image as a travel hub in the Pearl Delta Region, boosted the Hong Kong economy and driven the development of the retail trade.

However, the Minimum Wage Ordinance, the Competition Law, the Nutrition Labelling Scheme, the Environmental Levy Scheme on Plastic Shopping Bags and the Trade Descriptions (Unfair Trade Practices) (Amendment) Ordinance 2012 implemented by the Government, as well as the Producer Responsibility Scheme on Waste Electrical and Electronic Equipment and the policy of standard working hours now being discussed affect the retail industry of Hong Kong in the long run.

Economic Factor

The retail business in Hong Kong is closely related to the performance of our economy. Many countries, including the US, Japan and Europe, have implemented the policy of quantitative easing since the financial crisis in 2008. Under the policy, the governments flooded the market with vast amounts of capital and this led to the depreciation of the major currencies so as to restore the economic growth. At the same time, inflation, and increase in salaries, prices of imports and rents caused the rise of operation cost, which was regarded as a challenge by retailers and a threat to the development of the retail trade.

The Administrative Measures for the Pilot RMB Settlement of Outward Direct Investment announced by the Chinese government in January 2011 allowed the establishment of offshore market in Hong Kong so that RMB would be circulated in the local market and Mainland visitors could use the currency for shopping, benefitting the local retailers. The exchange rate of RMB to US dollars has climbed up since 2005 and those rates for the major currencies to Hong Kong dollar

remained high in 2012. The increase in purchasing power as a result of the appreciation of RMB could attract more Mainland visitors to spend in Hong Kong and such development could enhance retail business.

Nevertheless, the global economy is still facing uncertainties. With a sluggish economy remaining, Europe and the US are suffering from high unemployment, which affects the consumption confidence and the travel sentiments of their citizens. Even though people decide to travel, they are very sensitive to pricing and tend to choose cheaper trips, with lower spending spree.

Asia Pacific Region has become the driving engine behind the growth of the global tourism. The vast investment of neighbouring destinations, such as the Mainland and Southeast Asian countries, in developing new tourist facilities and enhancing publicity has made the competition keener in the Region. Since the “Taiwan individual travel” scheme for Mainland visitors officially launched in 2011, the tourist industry in Taiwan has spared no efforts to attract more Mainlanders. With the increase in direct flights between China and other travel destinations, it is easier for tourists to go to the Mainland, not necessarily via Hong Kong. The direct flights between the UK/US and major Mainland cities, like Beijing and Shanghai, have been increased in the past few years. The role of Hong Kong as a transit point has gradually faded out and the change has affected the local retail business.

Obviously, the retail industry will be subject to the impact of the global economy and the competition of the neighbouring regions but Hong Kong, internationally renowned for its high quality products, has certain advantages related to selling and pricing. Hong Kong has to identify its market position and make use of the geographical advantage, competitive pricing, and high quality products and customer services to attract local, Mainland and global consumers.

Social Factor

Social factors include population statistical data of customer groups, e.g. citizens' income and its distribution, population growth rate, age of population and its distribution, their education, living style and consumption pattern, etc. These factors affect the preference of customers and therefore their demand of different kinds of products and services.

Hong Kong is a place of mixed cultures where East meets West. It is a market-driven economy that encourages consumption. In our daily life, the message of spending and shopping can always be found in advertisements and the mass media. Examples like clothing, food, housing, transportation, social activities, entertainment, sports or cultural events are all related to consumption. People used to do shopping mainly for meeting the basic needs of life but now they treat it as a routine. Their focus is no longer limited to basic necessities but is extended to up-market and trendy products. Due to the increase in income, people are becoming more interested in the quality of life and lifestyle. They attempt to change (and reshape) their image, living environment and lifestyle by way of consumption.

Compared with other cities, Hong Kong is small but with uniqueness. As shopping locations are very close to homes, they are convenient for people to access. Moreover, the completion of a large number of domestic buildings in new towns, and the development of mega shopping centres in large estates and transportation concourses also facilitate the retail trade in Hong Kong.

According to the figures of the 2011 Population Census, there were 941,312 older persons in Hong Kong, representing 13.3% of the total population and an average annual growth rate of 4.8% over the past 50 years. The number of persons aged 65 and over is expected to occupy 24% of the total population in 2031. The number of youths slightly decreased in the past ten years.⁴ Owing to these changes, the population continued to grow older. Besides, the

⁴ Source: The Thematic Report of the 2011 Population Census, the Census and Statistics Department of Hong Kong

male-to-female ratio showed a downward trend as the number of males to per 1000 females would drop from 956 in 2001 to 771 in 2031. The ageing population and the change in sex ratio in the future will have an impact on consumption. The spending patterns of both sexes have changed in recent years. Buying cosmetics or personal care products is no longer the rights of the female. Some males, especially from the younger generation have a strong demand for these kinds of consumables. In view of this, Hong Kong retailers should make use of this opportunity to expand their market. In recent years, the rise in environmental awareness of Hong Kong citizens has also led to a greater demand for green products. This is a gap for the local retailers to take actions to fill.

In the past decade, people in Hong Kong have much greater opportunity in receiving tertiary education and the youth population with tertiary education level has greatly increased. In general, the education level of youths has been raised but many graduates from tertiary institutions may not enter the retail industry because of various choices offered by the labour market. Facing the continued shortage of manpower, retail employers have to find ways to solve the problems of recruiting and retaining their staff. In the long run, they are required to enhance the training of new entrants and retain in-service workers so as to sustain the development of the industry.

Technological Factor

Today information technology is rapidly developed with the advance of technology; the modes of retailing are changed. Network technology has impacts on retail business as follows: (1) network technology breaks the boundary of space and time. Physical shops are no longer important because retailers can infiltrate the world market through the Internet, i.e. market internationalization. (2) The mode of selling is changed. The way of shopping has undergone significant change as “buy in store” in the past gives way to “buy at home”. A new mode of retailing has thus emerged and given birth to online stores. (3) Turning into online operation, retailers can save expenses like staff cost, capital cost (for keeping a large stock), warehousing fee

and shop rent. The obstacles of information flow have already been removed because of network technology. People can gain access to the details of products and services in a faster and more convenient way and make comparisons of different vendors and brands.

Owing to technological development, many companies use bar code system to handle order requests, delivery, storage and sales. Using this system can reduce errors and improve efficiency. Moreover, the information provided by the system is helpful in the control of stocks and formulation of sales strategy. In respond to the growing popularity of online shopping and the circulation of electronic money, retailers have to upgrade the capability of storing, collecting, analyzing and protecting data, especially on network safety, to ensure security for online purchase.

With the increasing popularity of social media as one of the mainstream communication tools, retailers should formulate a promotion strategy involving the use of different digital media. They can launch promotional activities through social networking websites like Twitter, Facebook and YouTube, and microblogs and develop smartphone apps in order to release the latest information to targeted consumers to encourage buying. To attract and retain customers, retailers have to understand the market demands and provide excellent customer service. They can also analyze the market situation and identify the needs of customers with the aid of advanced IT system.

Conclusion

After the examination of the political, economic, social and technological factors, we have a better understanding of the retail industry in Hong Kong. The major challenges faced by the industry include:

- (1) the rising of operation cost;
- (2) the shortage of manpower and the difficulties in recruitment;
- (3) the increasing demand for the quality of service;
- (4) mastering technological development and investing the capital required;
- (5) high staff turnover exerting pressure on training.

The retail sector will still face uncertainties in business environment in the future and the market competition will continue to be keen. In order to maintain the reputation of “shoppers’ paradise”, the retail industry in Hong Kong has to take active measures – enhance competitiveness, train the personnel, improve the service quality, utilize information technology, increase sales channels and ensure product quality – to consolidate its business edge.

(1) Rising of Operation Cost

Currently, the consumer market remains thriving. The number of visitors to Hong Kong has broken a new high time and again, making the retail sector achieve significant growth repeatedly but shop rents have risen sharply. Coupled with a shortage of retail space in Hong Kong, shop rents are pushed much higher. According to the figures of the Rating and Valuation Department, the overall rent of retail space in November last year increased 12% year-on-year, a 44% growth compared with the lowest in 2009. The soaring rent has made some prime sites the locations with the highest rents in the world. With the implementation of the “Statutory Minimum Wage” in 2011, there is a general trend of salary increase for retail employees. Together with continued inflation

which undermines the consumption sentiments of the local people, retailers have borne some pressure of operation. Because of the surge of rents, retailers have to transfer part of the cost to consumers and thus raise the prices of products. It is expected Mainland customers will choose to visit countries with cheaper expenses and that may somewhat affect the local retail market. To sum up, the soaring of rents, the increase in salaries and the prices of raw materials/imported goods and the implementation of Government regulations have exerted pressure on the operation cost and the profits of retailers.

(2) Shortage of Manpower and Difficulties in Recruitment

The growth of the workforce of the retail industry has been much lower than that required for its development since 2003. The total retail sales increased notably from HK\$172.8 billion in 2003 to HK\$445.4 billion in 2012. However, the growth in manpower obviously fell behind as the manpower of 207,000 in 2003 increased to 258,000 in 2012, representing a growth of only 24.6% in 9 years and so there was a shortage of 9000 persons in 2012.⁵ The retail trade has been seriously affected by the problem of manpower shortage, especially frontline staff, and retailers have reflected that they had difficulties recruiting new entrants. To retail employers, recruitment and retention of staff are big challenges. As for the serious wastage of staff, retailers not only have to take appropriate measures with the help of systemized administration and professionalization, but also enhance communication with and training for employees and provide favourable working environment so that they can offer quality and tailor-made services for customers. The Government must actively help the retail sector to absorb new blood and train the practitioners so as to ensure sustainable development and competitiveness of the industry.

(3) Increasing Demand for the Quality of Service

Quality service, which is the foundation for the success of the retail trade, has promoted economic prosperity of Hong Kong for years. Quality service can give customers utmost satisfaction and add value to the brands and products and build up a better corporate image for the

⁵ Source: 2012 Retail Trade Manpower Survey Report, Vocational Training Council

enterprise. Retail business focuses on people. Enterprises and practitioners must also place importance on 'trust', which has two folds of meaning: one is confidence, i.e. practitioners have to well-equipped themselves so as to gain the confidence of consumers; another is reputation, i.e. enterprises have to offer tailor-made services to the satisfaction of customers so that good reputation can be gradually built up among consumers.

With the nationals' increased spending power supported by the rapid development of the Chinese economy, consumers have strong demand for quality products and tend to pursue famous brands. Under the "Individual Visitor Scheme", the local retail and catering business, driven by tourism, is expected to be thriving and buoyant. The competition will, however, become keener among retailers and the quality of service will be put to the test. To triumph over keen competition, the industry has to improve the quality of service and keep abreast with the latest development. There is also a need for the industry to quantify and standardise the quality of service with the help of objective certification systems. It is because the consumers' confidence will decide whether the enterprise and its products will succeed or not. With more and more emphasis is put on the quality service for customers, the retail sector actively organizes customer service excellent programmes and outstanding customer service awards. It is believed that the related programmes and awards can promote superb customer service and also improve the image and the overall service standard of the sector, benefiting its long-term development.

Among the visitors coming to Hong Kong, the proportion of Mainlanders continues to increase. As Mainland visitors have unique personalities and needs, retailers must have a close look at the change of the background of Mainland visitors. According to a survey, among the Mainland Chinese visitors in 2011, 65% came from non-tier 1 cities (i.e. excluding Beijing, Shanghai and Guangzhou), with an increase of 43% as compared to the previous year. Take the same number of visitors for calculation, visitors from non-tier 1 cities spend 62% less than those from tier 1 cities but they value the service standard of retailers more. The trend clearly indicated that there would be great demand for different levels of retail service from Mainland visitors and the

retail sector should draw up plans and make preparations to cope with the situation. Clearly, China tourists will be the most important source of customers for the Hong Kong market. The sector has to formulate tailor-made services for this specific customer group. For example, it is always a key to success when retailers provide good after-sales service and put the customer's heart at ease. As more and more attention is paid to the quality of products and customer service, retailers have to strengthen their quality management system. At present, the majority of visitors still come from Mainland China and they tend to spend at reputable shops. Therefore, the local retailers can participate in various certification schemes, which aim at quality management and efficient operations, with a view to enhancing the competitiveness of the whole industry.

(4) Mastering Technological Development and Investing the Capital Required

Technical development has changed the channels of retail sales, from physical shops to online shopping and electronic commerce (e-commerce). To conventional stores, the importance of geographical location will decline. It is essential for retailers to have innovative practice in operation and management when they want to survive in the market. Global e-commerce has become the mainstream operation mode and started an all-round competition with conventional retailers. To adapt to new business environment and improve competitiveness, conventional stores must adopt new operation modes and master technological development and invest the capital required, such as the launch of e-commerce on the Internet. The integration of the advantages of online shops and conventional stores will achieve the maximum efficiency for operation and will become the major trend for retail sales in the future.

IT products, like the Internet and smartphones, are increasingly popular. Thanks to their wide range of features and applications, they are much-loved by consumers. Consumers can carry out online shopping 24 hours a day and find the information of any products they need. Online shopping will become a pattern that is irresistible to the consumers and the Internet will have far-reaching impact on the marketing strategies for companies. Retailers have to fully utilise IT to increase operational efficiency and sales. The retail sector should learn more about online sales

and use the Internet as a tool for exploring the market. The Internet can be used to reach millions of new or potential customers and development of online retailing/online shopping is predicted to be the focus for the industry.

(5) High Staff Turnover Exerting Pressure on Training

The high turnover of staff and the large number of new entrants in the industry has put much pressure on training. As talents contribute to the success of an enterprise, comprehensive training is vital to the improvement of the service standard of employees. Training and development for staff can facilitate the continued growth of the retail trade. Effective strategies for human resources emphasize the proper match of staff expertise with their jobs, and the upgrading of their knowledge and skills. Besides pursuing for good quality, consumers are also keen to learn the details of products and to seek for professional advice. That is why retail employees must be familiar with products and to cope with customers' specific needs, help them make the right choices. Employers are required to actively encourage lifelong learning among their staff with a view to further improving the service standard of the retail industry.

The retail industry and the Government have worked together to encourage the training of talents. In 2010, the Education Bureau assisted the industry to set up its Industry Training Advisory Committees (ITAC) to implement the Qualifications Framework. The ITAC for the Retail Industry is widely represented by employers, employees, employer associations and trade unions of the industry, and relevant professional bodies. Its priority task is to draw up the Specifications of Competency Standards (SCS), which set out the skills and outcome standards required of the employees in the industry.

After the formulation of the SCS, a training institute can design courses to help trainees reach the specified competency standards based on their own needs. Trainees can choose the courses recognized under the SCS and accumulate the credits they need to attain a certain level of

qualification, including module certificate and complete qualification.

As the SCS is drawn up by the industry, the training courses can meet the needs of the employers. An employee who has completed SCS-based courses is believed to achieve the skills standards under objective assessment, which can be used for meaningful reference. Therefore, employers can recruit suitable staff and reduce the loss incurred by wrong decisions and shorten the adaptation period of new recruits and save relevant costs for the enterprises. In addition, employers can provide relevant in-service training for individual staff members based on the SCS, and use it as a reference for recruiting applicants and promoting employees with proper skills and knowledge. Referring to the SCS, the industry can also draw up “progression pathways” to help in-service workers plan their career development and also those who are interested to join the industry as new blood have a better understanding of the business outlook. Therefore, the SCS recognized by the industry is the key to enhancing its competitiveness for sustained development.

As a conclusion, Hong Kong has excellent infrastructures, supporting facilities and free trade environment, and retailers have extensive experience of sales and good distribution channels. All the factors are conducive to the sustainable development of the sector. Hong Kong possesses the edge of reaching the world and being backed by the Mainland. Although the business environment will continue to change or there will be uncertainties, the local retail industry has to take pro-active measures to maintain the competitive edge, to ensure product quality and to provide excellent customer service so as to sustain its development.

Chapter 2

Qualifications Framework

Qualifications Framework

The Qualifications Framework (QF) is a voluntary system. It is a seven-level hierarchy that provides benchmarks for determining the level of complexity and difficulty of individual competencies. It is also used to order and support qualifications of different natures and titles. The QF is underpinned by an independent quality assurance (QA) mechanism that would enhance recognition and acceptance of the qualifications in the industry, irrespective of the mode and source of learning.

The QF aims to provide clear learning pathways for individuals to draw up their own roadmaps to obtain quality assured qualifications. Learners may either pursue a specific learning pathway to upgrade their skills in a particular area of specialization in a gradual and orderly manner (vertical development), or progress through traversing learning pathways to become multi-skilled (horizontal development). Through the full-scale implementation of the QF, we will foster an environment and culture conducive to lifelong learning and continuing education in the industry. With the active participation of employers and employees, as well as the wide acceptance of the industry, the QF will also encourage the development of quality training programmes by providers to meet the needs of the community and the industry.

Qualifications recognized under the QF are outcome-based and are not confined to academic attainment. In the case of the academic sector, the outcome standard of qualifications is mainly the knowledge and skills a person possesses. Generally, these standards are set by scholars. In the vocational sector, the outcome standards of qualifications are set by individual industries. To identify the specific outcome standards required for different levels of qualifications, these industries need to develop SCSs. A Recognition of Prior Learning (RPL) mechanism

developed by individual industries is in place to recognize existing workers' skills, knowledge and work experience. With qualifications so obtained, the employees may pursue further studies at different levels to obtain higher and wider qualifications.

To facilitate lifelong learning, employees require flexibility in the mode and pattern of learning to cater for their work and family responsibilities. A Credit Accumulation and Transfer (CAT) system will provide the flexibility to suit individual circumstances and minimize duplication in training. With a CAT system, learners can systematically accumulate the credits of learning and training gained from various courses with a view to converting the accumulated credits into a recognized qualification. The development of the QF will facilitate CAT arrangement between sectors and training providers by providing a unified platform and common benchmarks.

Generally speaking, the QF has relevance not only to the workplace but also to secondary education. The SCSs developed by industries would support the Applied Learning Courses under the new academic structure for senior secondary education, so as to provide diversified learning experience and choices to students and enable them to master the basic skills required by various industries.

Qualifications Framework levels

The QF has seven levels, from level 1 to level 7, where level 1 is the lowest and level 7 the highest. The outcome characteristic of each level is depicted by a set of generic level descriptors (GLD) (Appendix 1). The GLD specifies for each QF level its generic complexity, demand and challenges in the four dimensions below:

- a. Knowledge and intellectual skills;
- b. Process;
- c. Application, autonomy and accountability; and
- d. Communications, IT skills and numeracy.

The UoCs are benchmarked to the QF levels in accordance with the GLD. It is worth to note that competency elements in a UoC may fall in some or all of the GLD dimensions as what it naturally should be. The QF level assignment is essentially a holistic judgement on the unit's integrated outcome requirement.

QF levels are discrete. That is, there cannot be assignment of UoC in-between QF levels. Also, UoCs that may not fully match the characteristic requirement of one or more dimensions of a level would be "rounded" to the level below.

Chapter 3

Specification of Competency Standards

Applications of Specification of Competency Standards

The development of SCSs is an important step in implementing the QF and its associated quality assurance mechanism. Industries play a pivotal role in the process through participation in the Industry Training Advisory Committees (ITACs), which are tasked to develop, maintain and update the SCSs. To ensure continued relevance of an SCS, the ITAC concerned must review and update the SCS regularly to keep abreast of the latest manpower requirements and to meet the full range of education and training needs of the industry.

The SCS consists of competency standards of different levels. Competency standards are benchmarks for the industry-specific knowledge, professional skills and soft skills required for performing different job functions of the industry. The functional areas and competency standards under SCS will be practical and competence-based. The SCS not only sets out the professional knowledge and skills required for today, but also takes into account factors such as the development trend of both the industry and the society. The assessment guidelines for the outcome standards will also be stipulated in the SCS. The competency standards applicable to an industry are presented as "units of competency" in its SCS. Every "unit of competency" comprises eight basic items:

1. Name
2. Code
3. Level
4. Credit
5. Competency
6. Range
7. Assessment Criteria
8. Remarks

Since SCS-based programmes are developed with units of competency, trainees may have their qualifications (including qualifications obtained from formal studies as well as those obtained from the Recognition of Prior Learning (RPL) mechanism) accumulated and move along the ladder of progression without the need to start from scratch. The SCSs also provide clear progression pathways whereby trainees may draw up their own career development plans.

The SCS assists training providers in curriculum design and supports human resources managers in their staff development efforts. It also lays out the criteria for industry-wide recognition of outstanding performance and for the award of relevant qualifications. Also, it will facilitate ongoing implementation of the Qualifications Framework.

Major Functional Areas of the Retail Industry

As proposed by the Retail ITAC, the Specification of Competency Standards (SCS) of the industry may consist of the following major functional areas:

(i) **Merchandising and Supply Chain Management**

This functional area covers the improvement of supply and distribution chain, formulation of purchasing strategies, risk management, inventory control, cross-border logistics, management of goods delivery and distribution, freight handling, delivery of commodities, logistics safety, occupational safety and health management, etc. Practitioners should possess knowledge in goods, master the process and procedures of handling goods, and knowledge and skills required for handling freight and related tasks.

(ii) **Human Resources Management and Development**

This functional area involves manpower and personnel management, training and development. The aspect of manpower and personnel management covers the formulation of human resources strategies, recruitment and selection of employees, handling of staff salaries and benefits, staff appraisal policy, handling of labour relations, etc. as well as compliance with labour legislation. The aspect of training and development covers the formulation of staff training development plans, provision of in-service training and training-related management.

(iii) **Strategic Management**

This functional area covers corporate governance and financial control and management. Management staff should be responsible for the formulation of business strategies, business plans, business continuity plans and financial management policy, and the monitoring of financial performance and environmental protection strategies, etc. Management staff should comply with the business and legal requirements in implementing policies of the organization in order to carry them through and achieve the expected results. Corporate image should also be built and maintained in the process of strategic management.

(iv) Sales and Marketing

This functional area requires the use of sales techniques and knowledge of marketing to formulate sales strategies and marketing plans, which involves marketing strategies, market research, sales plan, product promotion, pricing of products, monitoring of their sales performance, team management, etc., so as to achieve good performance in product sales and marketing for the enterprise.

(v) Customer Service

Retailing has always been customer-oriented. Practitioners should understand customers' needs, and possess knowledge of customer service and good communication skills to provide services to customers' satisfaction. It involves mastering of customer psychology, skills of handling customer service, handling of customer complaints, customer service quality management, customer relations management, formulation of customer service and management strategies, etc. Practitioners should also maintain their job ethics and professional image in order to provide professional and quality customer service.

(vi) Information Technology

This functional area covers the application of technology and online retail. The application of technology involves the setting up of database, management of business intelligence, corporate data plan and technological projects, etc. and the application of new technologies to provide and improve retail service, operation and repair IT equipment, etc. Online retail involves the setting up of online retail platform as well as planning, development and evaluation of online business. Online management covers the matters related to brand building, the sales system, the payment system, commercial risks and outsourcing services.

(vii) Store Operation

Store operation is definitely the most important part in the retail industry. This functional area

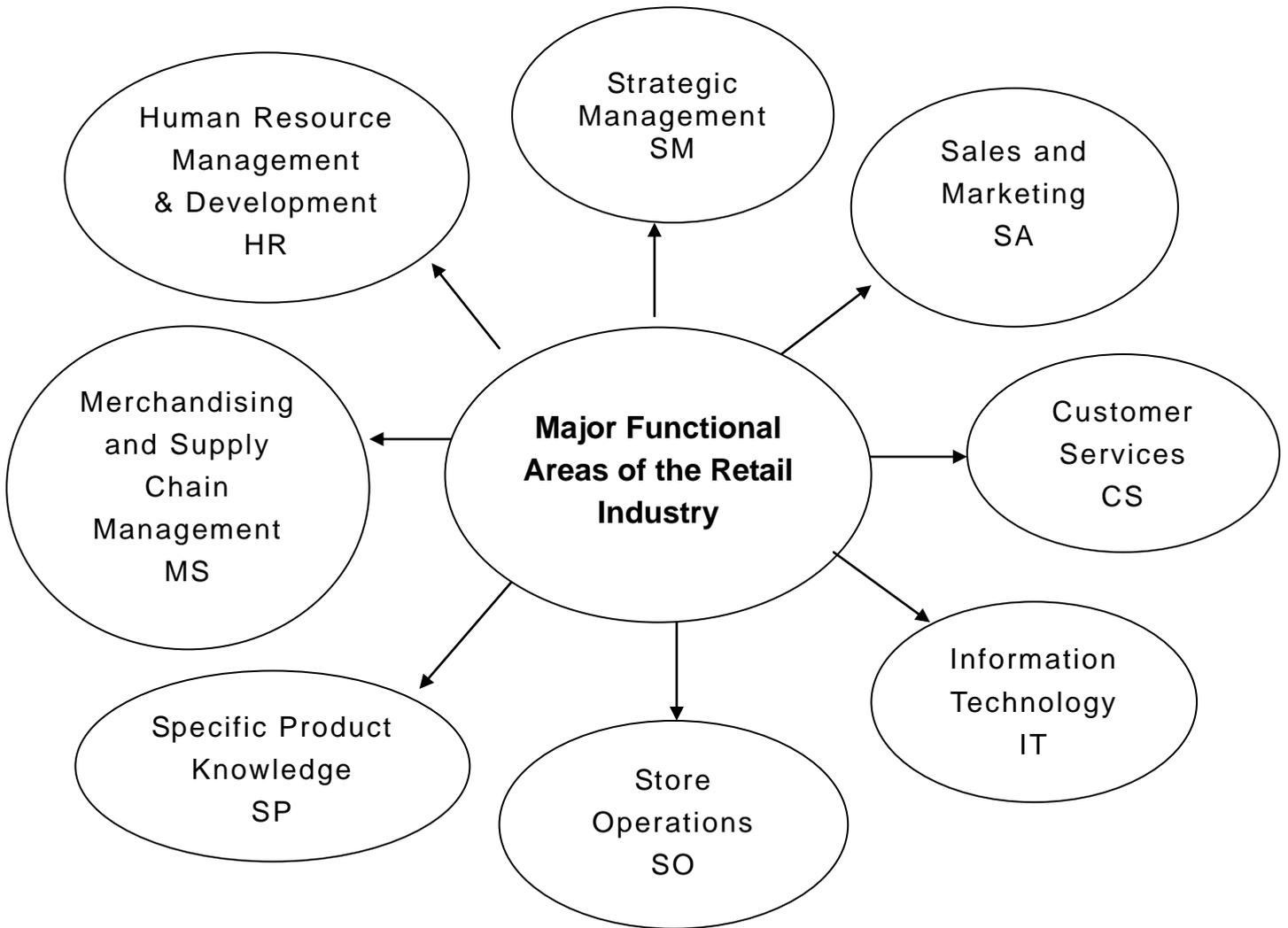
covers the hygiene and safety store, inventory control, handling (e.g. classification, display, packing, delivery and return) of goods, theft prevention, window display design, management of store facilities and their repairs, product loss prevention, crisis management, etc., so as to ensure effective operation of the store and satisfaction of customers' expectation and needs.

(viii) Specific Product Knowledge

This functional area covers four major types of specific retail products, namely: (1) food/alcohol/tobacco, (2) consumer goods (communications equipment and electrical products), (3) durable goods (furniture), (4) clothing and footwear. The sales of these types of special products requires special knowledge in product handling procedures, display arrangement, demonstration and selling method, retail service, etc.

Based on the Generic Level Descriptors and these functional areas, the Retail ITAC has formulated a List of Competencies for the practitioners of the industry (Chapter 4). The List provides details of the training requirements of the industry by different competency levels and major functional areas. It is designed to provide individual learners with a clear and unified guide for drawing up their learning programmes. With reference to this guide, they can either pursue learning in a particular professional area along a progression path (vertical development) to upgrade their specialized skills, or learn a variety of skills through various pathways (horizontal development) to diversify their skills in their own profession.

Functional Map showing the Major Functional Areas of the Retail Industry



Units of Competencies for Merchandising and Supply Chain Management

<u>Level</u>	<u>Name</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>	
Level 1	Handle commonly-used shipping documents	104956L1	3	4 - 14	
	Receive goods for storage	104957L1	3	4 - 15	
	Package goods in distribution centres	104958L1	6	4 - 17	
Level 2	Handle trade documents	104959L2	6	4 - 19	
	Implement goods delivery	104960L2	6	4 - 21	
	Receive returned goods in distribution centres	104961L2	3	4 - 22	
	Handle payments for purchases	104962L2	3	4 - 23	
Level 3	Implement the purchase	104963L3	6	4 - 24	
	Implement the import and export of goods	104964L3	3	4 - 26	
	Manage the delivery of goods	104965L3	6	4 - 28	
	Manage the product distribution process	104966L3	6	4 - 30	
	Implement logistic safety and health management measures	104967L3	3	4 - 32	
	Monitor the inventory level to meet the demand	104968L3	3	4 - 34	
	Implement inventory procedures	104969L3	6	4 - 35	
	Introduce products	104970L3	6	4 - 37	
	Buy goods	104971L3	6	4 - 39	
	Implement quality control of goods	104972L3	3	4 - 40	
	Arrange maintenance and repair for transportation means	104973L3	3	4 - 42	
	Perform retail inventory management	104974L3	6	4 - 44	
	Level 4	Implement e-commerce logistics operating procedures	104975L4	6	4 - 46
		Implement logistics management business continuity plan	104976L4	6	4 - 47
Manage inventory		104977L4	6	4 - 48	
Handle problems with suppliers		104978L4	6	4 - 49	
Establish partnerships with suppliers		104979L4	6	4 - 51	
Import goods		104980L4	6	4 - 53	
Provide logistic support		104981L4	6	4 - 55	
Level 5	Manage relationship with suppliers	104982L5	6	4 - 56	
	Negotiate a contract	104983L5	6	4 - 58	
	Formulate inventory control systems	104984L5	6	4 - 60	
	Warehouse space utilization and layout planning	104985L5	3	4 - 62	
	Manage logistics equipment	104986L5	3	4 - 64	
	Establish and maintain a supply chain	104987L5	6	4 - 66	
	Formulate inventory management strategies	104988L5	6	4 - 68	
	Plan a purchasing system	104989L5	6	4 - 70	
	Purchase goods	104990L5	6	4 - 72	
Develop logistics management business continuity plans	104991L5	6	4 - 74		

Units of Competencies for Merchandising and Supply Chain Management

<u>Level</u>	<u>Name</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
Level 6	Improve the supply and distribution chain	104992L6	6	4 - 75
	Manage international purchasing	104993L6	6	4 - 77
	Formulate purchasing strategy	104994L6	9	4 - 79
	Formulate cross-border logistics solutions	104995L6	6	4 - 81
	Handle logistics crises	104996L6	6	4 - 82
	Formulate risk management plans	104997L6	3	4 - 83
	Manage third party logistics services	104998L6	6	4 - 85

Units of Competencies for Human Resource Management & Development

<u>Level</u>	<u>Name</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
Level 1	Apply related occupational safety and health regulations	104999L1	3	4 - 87
	Comply with anti-bribery law and adopt a high standard of integrity in performing retail functions *	106886L1	1	4 - 88
Level 2	Record and verify staff attendance information	105000L2	6	4 - 89
	Handle staff records	105001L2	3	4 - 91
	Apply general labour regulations	105002L2	6	4 - 93
Level 3	Recruit and select personnel	105003L3	3	4 - 95
	Handle staff complaints	105004L3	3	4 - 97
	Arrange product training	105005L3	3	4 - 99
	Provide in-service training	105006L3	3	4 - 100
	Arrange soft skills training	105007L3	3	4 - 102
	Implement human resources policies	105008L3	3	4 - 104
	Promote equality policy	105009L3	6	4 - 106
	Handle salary payment	105010L3	6	4 - 108
	Implement staff appraisal policy	105011L3	3	4 - 110
	Implement "Clean" Business Practices, Good Controls and Integrity Management	105752L3	3	4 - 112
Level 4	Manage the human resources information system	105012L4	3	4 - 114
	Formulate staff working guidelines	105013L4	3	4 - 116
	Analyze training need and develop staff training and development programmes	105014L4	3	4 - 117
	Handle general labour disputes	105015L4	6	4 - 119
	Handle staff remuneration and benefits	105016L4	6	4 - 121
Level 5	Formulate a staff training and development plan	105017L5	3	4 - 123
	Formulate a staff retention plan	105018L5	6	4 - 125
Level 6	Formulate human resources strategy	105019L6	3	4 - 127

* Endorsed as the newly added Unit of Competency by the Retail Industry Training Advisory Committee in March 2016

Units of Competencies for Strategic Management

<u>Level</u>	<u>Name</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
Level 3	Comply with business laws	105020L3	6	4 - 129
Level 4	Implement business plan	105021L4	6	4 - 131
	Audit loss prevention policies	105022L4	6	4 - 132
	Manage budget and financial plan	105023L4	6	4 - 133
Level 5	Formulate business plan	105024L5	6	4 - 135
	Monitor financial performance	105025L5	6	4 - 136
	Manage financial information	105026L5	6	4 - 137
	Compile financial reports	105027L5	6	4 - 138
	Manage operational budget	105028L5	6	4 - 139
	Perform audit	105029L5	6	4 - 141
	Explore store locations	105030L5	6	4 - 142
	Negotiate a store contract	105031L5	6	4 - 144
Level 6	Develop policies of the organization	105032L6	6	4 - 146
	Formulate environmental sales strategy	105033L6	6	4 - 148
	Formulate business continuity strategies	105034L6	6	4 - 150
	Formulate financial management policies	105035L6	6	4 - 152
	Build an organizational image	105036L6	6	4 - 154
Level 7	Formulate business strategies	105037L7	6	4 - 155

Units of Competencies for Sales and Marketing

<u>Level</u>	<u>Name</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
Level 1	Preparations for commodity display	105038L1	3	4 - 157
	Self-quality management	105039L1	3	4 - 159
Level 2	Collect market information	105040L2	3	4 - 161
	Create media kits	105041L2	6	4 - 163
	Perform customer classification	105042L2	6	4 - 165
	Promote loyalty programmes to customers	105043L2	6	4 - 166
Level 3	Implement brand promotion strategies	105044L3	6	4 - 168
	Implement product recall	105045L3	6	4 - 170
	Implement advertising and promotional activities	105046L3	6	4 - 172
	Implement a sales plan	105047L3	6	4 - 173
	Provide basic sales training	105048L3	6	4 - 174
	Carry out online market communication	105049L3	6	4 - 176
	Implement pricing strategies	105050L3	6	4 - 178
Level 4	Lead a sales team	105051L4	6	4 - 179
	Implement a market research proposal	105052L4	6	4 - 181
	Implement and monitor marketing activities	105053L4	6	4 - 183
	Monitor sales performance of goods	105054L4	3	4 - 184
	Manage goods promotional activities	105055L4	6	4 - 186
	Plan online market communication	105056L4	3	4 - 188
	Implement advertising strategies	105057L4	3	4 - 190
	Implement environmental sales strategies	105058L4	6	4 - 192
Level 5	Formulate a market research proposal	105059L5	6	4 - 194
	Formulate brand promotion strategies	105060L5	6	4 - 196
	Forecast product sales performance	105061L5	6	4 - 198
	Manage an online retail brand	105062L5	6	4 - 200
	Perform public relations crisis management	105063L5	6	4 - 202
	Formulate after-sales service plans	105064L5	3	4 - 204
	Formulate product pricing strategies	105065L5	6	4 - 206
	Formulate sales team incentive plans	105066L5	3	4 - 208
Level 6	Master the retail market trend	105067L5	6	4 - 210
	Formulate sales team management strategies	105068L6	6	4 - 212
	Formulate marketing strategies	105069L6	6	4 - 214
	Formulate market development objectives	105070L6	6	4 - 216

Units of Competencies for Customer Services

<u>Level</u>	<u>Name</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
Level 1	Provide support and advice to customers	105071L1	3	4 - 217
	Serve customers	105072L1	3	4 - 219
	Comply with professional ethics and staff code of practice	105073L1	3	4 - 220
Level 2	Build up relationship with customers	105074L2	3	4 - 221
	Use good communication skills to facilitate transactions	105075L2	3	4 - 222
Level 3	Implement quality customer service scheme	105076L3	6	4 - 224
	Compile customer relationship management (CRM) system data	105077L3	3	4 - 226
	Master consumer psychology and behaviour	105078L3	3	4 - 227
	Handle customers' complaints	105079L3	3	4 - 228
Level 4	Review products and services to maintain customer satisfaction level	105080L4	3	4 - 230
	Manage mystery shopper activities	105081L4	3	4 - 232
	Review customer service scheme	105082L4	6	4 - 234
Level 5	Establish customer service performance criteria	105083L5	3	4 - 236
	Establish quality guarantee for customer satisfaction	105084L5	6	4 - 238
Level 6	Formulate customer service scheme	105085L5	3	4 - 240
	Formulate customer relationship management (CRM) strategies	105086L6	6	4 - 242
	Formulate customer service management (CSM) strategies	105087L6	6	4 - 244

Units of Competencies for Information Technology

<u>Level</u>	<u>Name</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
Level 2	Undertake general administrative work for accounts services	100221L2	3	4 - 246
	Operate IT equipment/systems for retail business	105088L2	3	4 - 247
	Provide retail reports	105089L2	3	4 - 249
	Retain online customers	105090L2	3	4 - 251
	Conduct online sales	105091L2	3	4 - 253
Level 3	Manage customer profile and activity record	100223L3	4	4 - 255
	Repair IT equipment/systems	105092L3	3	4 - 256
	Manage online brands	105093L3	6	4 - 258
	Manage online sales system	105094L3	3	4 - 260
	Manage online payment systems	105095L3	6	4 - 262
	Manage online shopping	105096L3	3	4 - 264
	Manage online inventory	105097L3	6	4 - 266
	Manage online business supply chain	105098L3	3	4 - 268
Level 4	Incorporate and fine-tune strategic proposals by other organisations such as outsourcing party	100228L4	3	4 - 270
	Deliver database operations services	100536L4	14	4 - 272
	Set up IT equipment needed for retail operation	105099L4	3	4 - 273
	Deploy information technology equipment/systems for retail operations	105100L4	3	4 - 275
	Use mobile technologies to improve sales service	105101L4	6	4 - 277
	Implement e-retail business model	105102L4	6	4 - 279
	Manage online commercial risks	105103L4	6	4 - 281
	Level 5	Monitor and control the project cost	100336L5	2
Develop a network technology architecture model		100394L5	5	4 - 284
Establish and maintain system support services process		100546L5	8	4 - 285
Manage business intelligence		105104L5	6	4 - 287
Formulate online sales strategies		105105L5	6	4 - 289
Plan and develop an online business website		105106L5	6	4 - 291
Evaluate online business		105107L5	6	4 - 293
Use new technologies to conduct retail business		105108L5	6	4 - 295
Develop an e-retail business model		105109L5	6	4 - 297
Evaluate the performance of the customer service IT systems		105110L5	3	4 - 299
Manage outsourced online businesses	105111L5	3	4 - 301	
Level 6	Establish information database management policies	105112L6	6	4 - 303
	Manage IT projects	105113L6	6	4 - 305
	Build an online retail platform	105114L6	3	4 - 306
	Manage an enterprise resource plan	105115L6	3	4 - 308

Units of Competencies for Store Operations

<u>Level</u>	<u>Name</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
Level 1	Implement hygiene procedures	105116L1	3	4 - 310
	Implement procedures for the sale of age restricted goods	105117L1	3	4 - 312
Level 2	Perform the procedures for store inventory control	105118L2	6	4 - 313
	Perform retail sales system clearing	105119L2	3	4 - 315
	Replenish shelves	105120L2	3	4 - 317
	Pack goods	105121L2	3	4 - 319
	Handle goods delivery	105122L2	3	4 - 321
	Handle goods return	105123L2	6	4 - 323
	Commit to the work of the retail team	105124L2	3	4 - 325
	Prevent theft	105125L2	3	4 - 327
	Handle damageable goods	105126L2	3	4 - 329
	Process orders	105127L2	3	4 - 331
	Handle cash and credit card transaction payment	105128L2	6	4 - 333
	Implement work safety guidelines	105129L2	3	4 - 334
	Keep the retail environment clean and tidy	105130L2	3	4 - 335
	Level 3	Implement store design plan	105131L3	6
Implement shop security procedures		105132L3	3	4 - 339
Deploy staff		105133L3	3	4 - 341
Implement first aid procedures		105134L3	3	4 - 343
Identify and watch suspicious customers		105135L3	3	4 - 344
Set up goods classification		105136L3	6	4 - 346
Implement preventive measures against loss of goods		105137L3	6	4 - 348
Use the retail sales system		105138L3	3	4 - 350
Manage store facilities and repairs		105139L3	6	4 - 352
Implement commodity display		105140L3	6	4 - 354
Level 4	Manage and maintain workplace	105141L4	6	4 - 356
	Provide well-maintained security environment at stores	105142L4	6	4 - 358
	Implement crisis management plan	105143L4	3	4 - 360
	Manage franchise operations	105144L4	6	4 - 362
	Manage the termination of franchise	105145L4	6	4 - 364
	Manage the retail team	105146L4	3	4 - 366
	Implement risk management of retail store	105147L4	6	4 - 368
	Inspect the product loss prevention measures	105148L4	3	4 - 370
	Manage the financial resources of the retail store	105149L4	6	4 - 372
	Monitor repair services	105150L4	6	4 - 374
Manage retail store inventory	105151L4	6	4 - 376	
Mange store displays	105152L4	6	4 - 378	
Manage the subordinate's work performance	105153L4	6	4 - 380	

Units of Competencies for Store Operations

<u>Level</u>	<u>Name</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
Level 5	Develop risk management strategies	105154L5	3	4 - 382
	Draw up store and window design plans	105155L5	3	4 - 384
	Establish occupational health and safety guidelines for staff	105156L5	3	4 - 386
	Formulate the operating procedures of the retail sales system	105157L5	6	4 - 388
	Formulate a property management plan	105158L5	9	4 - 390
	Manage store renovation	105159L5	6	4 - 392
	Formulate a retail store risk management plan	105160L5	6	4 - 394
	Inspect store location specifications	105161L5	3	4 - 396
Level 6	Formulate franchise strategies	105162L6	3	4 - 398
	Formulate product loss prevention policy	105163L6	3	4 - 400

Units of Competencies for Specific Product Knowledge

Units of Competencies for Food / Alcohol / Tobacco

<u>Level</u>	<u>Name</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
Level 1	Know about food labelling	105700L1	3	4 - 402
Level 2	Handle the sale of fish and shellfish products	105701L2	6	4 - 404
	Handle the sale of vegetables and fruits	105702L2	6	4 - 406
	Handle the sale of meat products	105703L2	6	4 - 408
	Handle the sale of ready to eat products	105704L2	6	4 - 410
	Carry out food/drink sampling promotion activities	105705L2	6	4 - 412
	Display food	105706L2	3	4 - 414
	Display liquor	105707L2	3	4 - 416
	Display cigarettes	105708L2	3	4 - 418
	Display cigars	105709L2	3	4 - 420
	Maintain food safety	105710L2	3	4 - 422
Level 3	Transport and store liquor	105711L3	6	4 - 424
	Transport and store tobacco	105712L3	6	4 - 426
	Transport and store food	105713L3	6	4 - 428
	Introduce liquor products	105714L3	6	4 - 430
Level 4	Master the characteristics and selling points of products (food/liquor/tobacco)	105715L4	6	4 - 432
Level 5	Formulate the handling procedures for food	105716L5	6	4 - 434
	Formulate the handling procedures for liquor	105717L5	6	4 - 436
	Formulate the handling procedures for tobacco	105718L5	6	4 - 438

Units of Competencies for Specific Product Knowledge

Units of Competencies for Communications Equipment and Electrical Products

<u>Level</u>	<u>Name</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
Level 1	Comply with safety codes/guidelines for electrical products	105719L1	3	4 - 441
Level 2	Tune electronic products	105720L2	3	4 - 443
	Display household electrical products	105721L2	3	4 - 444
Level 3	Introduce cameras and photographic equipment	105722L3	3	4 - 446
	Give demonstrations of cameras and photographic equipment	105723L3	3	4 - 448
	Introduce musical/audio products	105724L3	3	4 - 450
	Give demonstrations of musical/audio products	105725L3	3	4 - 452
	Introduce computer/mobile phone products	105726L3	3	4 - 454
	Give demonstrations of computer/mobile phone products	105727L3	3	4 - 456
	Introduce household electrical products	105728L3	3	4 - 458
	Give demonstrations of household electrical products	105729L3	3	4 - 460
	Provide after-sales service for electronic products/household electrical products	105730L3	3	4 - 462
Level 4	Master the characteristics and selling points of electronic products	105731L4	6	4 - 464
	Master the characteristics and selling points of household electrical products	105732L4	6	4 - 466

Units of Competencies for Specific Product Knowledge

Units of Competencies for Durable Goods (Furniture)

<u>Level</u>	<u>Name</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
Level 2	Assemble furniture for customers	105733L2	3	4 - 468
	Provide furniture after-sales service	105734L2	3	4 - 470
Level 3	Introduce platform flooring products	105735L3	3	4 - 472
	Introduce household decorations	105736L3	3	4 - 474
	Manage the display of furniture	105737L3	6	4 - 476
	Arrange the exhibition items of the showroom	105738L3	6	4 - 478
Level 4	Master the characteristics and selling points of furniture	105739L4	6	4 - 480
Level 5	Design the furniture showroom	105740L5	6	4 - 482

Units of Competencies for Specific Product Knowledge

Units of Competencies for Clothing and Footwear

<u>Level</u>	<u>Name</u>	<u>Code</u>	<u>Credit</u>	<u>Page</u>
Level 1	Dismantle clothing and footwear displays	105741L1	3	4 - 484
	Provide fitting service for customers	105742L1	3	4 - 486
Level 2	Perform the display of clothing and footwear at the store	105743L2	3	4 - 488
	Perform the window display of clothing and footwear at the store	105744L2	3	4 - 490
	Arrange clothing and footwear display props	105745L2	3	4 - 492
Level 3	Introduce clothing and accessories	105746L3	3	4 - 494
	Introduce footwear	105747L3	3	4 - 496
	Plan the display of clothing and footwear	105748L3	3	4 - 498
	Identify and use display materials	105749L3	3	4 - 500
Level 4	Master the characteristics and selling points of clothing	105750L4	6	4 - 502
	Master the characteristics and selling points of footwear products	105751L4	6	4 - 504

Units of Competencies for Merchandising and Supply Chain Management

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Handle commonly-used shipping documents
Code	104956L1
Range	This unit of competency (UoC) is applicable to staff in the logistic department of a retail organization. It covers the ability to handle commonly-used shipping documents under supervision according to the established procedures of the organization.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of handling logistics documents</p> <ul style="list-style-type: none"> • Understand various types of documents to be handled in daily logistics operation, including: <ul style="list-style-type: none"> • Documents related to purchase and goods (purchasing order, invoice, etc.) • Documents for consignment (bill of lading, master airway bill/house airway bill, seaway bill, etc.) • Documents for local transport (arrival notice, delivery order, cargo receipt, etc.) • Inspection, insurance and documentary credit (notice of inspection arrangement, insurance policy, etc.) • Invoice on local transaction and documents for payment (payment advice, payment receipt, etc.) • Understand the handling procedures of relevant electronic documents • Understand the legal responsibilities of various types of electronic documents • Know how to operate software of the organization to handle relevant electronic documents <p>2. Handle commonly-used shipping documents</p> <ul style="list-style-type: none"> • Use relevant templates to prepare documents needed in each logistics operation procedure according to the requirements of the organization and relevant units • Send the prepared documents to relevant units • Receive electronic documents from relevant units and handle them according to procedures • Input relevant data of the electronic documents to the documentation system • Copy and save the documents according to the procedures of the organization <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the shipping documents are handled properly before deadline according to the established guidelines and procedures of the organization • Work in a meticulous manner and do not handle or make any change to the shipping documents against the rules without authorization
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Ensure that the commonly-used shipping documents are handled under supervision before deadline according to the established guidelines of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Receive goods for storage
Code	104957L1
Range	This unit of competency (UoC) is applicable in distribution centres or warehouses of the retail industry. It covers the ability to handle daily routines, receive and take record of goods according to the procedures of the organization in predictable and regular situations.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of handling goods</p> <ul style="list-style-type: none"> • Understand the policies and procedures of the organization for storing goods • Understand the documents for receiving goods • Know about the inventory mechanism of the organization • Understand the infrastructure of distribution centre or warehouse • Understand the storage procedures for goods received • Understand the storage requirements of goods to be stored, including: <ul style="list-style-type: none"> • Temperature • Lighting • Fragility • Humidity • Handling of dangerous goods such as: alcoholic goods, LPG goods, etc. • First-in first-out or other methods • Security • Understand taxable goods (e.g. goods need to be taxed upon withdrawal) • Understand the occupational safety and health guidelines of the organization <p>2. Receive goods for storage</p> <ul style="list-style-type: none"> • Check the shipping document and cross check the order code, description, quantity, packing specifications, etc. with the purchase record • Check the readability of the bar code (or other scannable labels) • Discharge the goods and inspect them for damage • Take appropriate steps to handle damaged goods, including: <ul style="list-style-type: none"> • Separating the damaged goods from the intact ones • Notifying the supplier • Preparing a notification for returning goods • Arranging transportation • Notifying a claim adjuster, if necessary, for a third party record • Store goods received according to the procedures of the organization and the storage requirements for the labels, temperature, humidity, safety, storage location, etc. • Update the inventory record according to the procedures of the organization • Save and maintain all documents related to the goods received according to the procedures of the organization

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Receive goods for storage according to relevant occupational safety and health regulations and guidelines• Prevent any malpractice, such as theft, in a professional manner
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Check the documents and complete necessary procedures for storing goods according to the procedures of the organization; and• Record information on goods stored and make sure the inventory record is correct.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Package goods in distribution centres
Code	104958L1
Range	This unit of competency (UoC) is applicable to staff handling goods in retail distribution centres or warehouses. It covers the ability to handle goods, including but not limited to those of the organization, under supervision in distribution centres according to established requirements; and package goods properly according to their nature for subsequent transport and sale.
Level	1
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of packaging goods, tools and machinery <ul style="list-style-type: none"> • Know about the goods manufactured/purchased by the organization and different goods that need to be packaged • Know about different packaging needs for various kinds of goods • Distinguish labels of various kinds of goods • Understand the established code of practice/procedures of the organization for packaging goods • Understand the operation of various types of packaging tools and machinery • Master the basic skills in packaging goods 2. Package goods in distribution centres <ul style="list-style-type: none"> • Package goods actually in the workplace, warehouses or distribution centres • Package goods properly according to their respective natures, such as: <ul style="list-style-type: none"> • Shape/volume/weight • Stacking method • Food/non-food • Fragile goods • Packaging strength / toughness requirement • Specified packaging materials • Means of transport (by land, by sea or by air) • Put extra labels on suitable position of the package of goods, such as: <ul style="list-style-type: none"> • Food ingredients label • Food nutrition label • Expiry date label • Warning label, e.g. flammable / fragile / poison • Instruction signs for placing goods e.g. showing up or down direction • Goods installation instructions • Operate packaging tools and machinery • Use carton label to clearly list the information of the packaged goods • Place / stack the packaged goods properly for subsequent transport and sale

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Strictly follow the occupational safety and health regulations and guidelines for package goods• Prevent any malpractice, such as theft, in a professional manner
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Distinguish different goods in the distribution centres or warehouses according to the established procedures of the organization; and• Package goods with different natures properly according to instructions and guidelines of the occupational safety and health regulations.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Handle trade documents
Code	104959L2
Range	This unit of competency (UoC) is applicable to staff responsible for handling trade documents in the retail industry. It covers the abilities to handle trade documents under supervision according to the established guidelines and procedures of the organization to enable smooth transaction of goods.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of handling trade documents <ul style="list-style-type: none"> • Possess knowledge of handling general trade documents • Differentiate local and cross-border trade as well as their trade documents • Understand trade-related laws, especially provisions for trade 2. Handle trade documents <ul style="list-style-type: none"> • Identify different types of trade documents generally used by the organization: <ul style="list-style-type: none"> • Documents for purchase, e.g. purchasing order, invoice, etc. • Documents for consignment, e.g. bill of lading, airway bill, seaway bill, etc. • Documents for delivery, e.g. arrival notice, delivery order, goods receipt, etc. • Insurance, T/T and documentary credit, e.g. notice of inspection arrangement, insurance policy, etc. • Import licence, customs documents, quota reporting, health certificate, etc. • Invoice on local transaction and documents for payment, e.g. payment advice, payment receipt, etc. • Handle trade documents promptly and correctly before deadline according to the established procedures of the organization, including the procedures of classification, verification and calculation <ul style="list-style-type: none"> • Verify that the cross-border transport arrangement (e.g. by air, by sea, by rail, etc.) is stated in relevant documents • Calculate the extra cost for cross-border transport • Verify that the packaging (e.g. for fragile goods) and shipping method (e.g. wine that needs to be refrigerated all the way) for cross-border transport is stated in relevant documents • File the trade documents processed (manually or electronically); prepare copies for relevant departments / partner organizations when necessary • Report to the superior immediately when having doubts about the content of the trade document, and request the seller to clarify and amend

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Handle trade documents properly before deadline according to the established guidelines and procedures of the organization• Work in a meticulous manner and do not handle or make any change to the trade documents against the rules without authorization
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Handle trade documents properly before deadline according to the established guidelines and procedures of the organization to enable smooth transaction of goods; and• Report to the superior immediately when having doubts about the content of the trade document, and request the seller to clarify and amend.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Implement goods delivery
Code	104960L2
Range	This unit of competency (UoC) is applicable to staff responsible for logistics in retail warehouses. It covers the abilities to correctly complete the delivery procedures for goods in routine, predictable and regular working environment according to the organization's procedures and guidelines.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of goods delivery <ul style="list-style-type: none"> • Possess specific knowledge in goods received or delivered, including: <ul style="list-style-type: none"> • Handling procedures for goods • Names of and materials for packaging generally used • Understand marks and labels • Name of origin /destination, country and code • Distinguish general goods, special goods and dangerous goods • Expiry date • Barcode readability • Understand the documents and records for delivery • Understand the basic procedures and charges for delivery 2. Arrange goods delivery <ul style="list-style-type: none"> • Schedule the flow of receiving goods to meet the warehouse operation requirements and to reduce suppliers' waiting time • Verify shipping order records • Observe visually to see if the goods are up to standard in appearance • Verify the identity of consignor/ consignee • Collect freight charges, storage charges and other related fees (if applicable) to be paid by the customer • Follow the procedures to check and receive the goods and documents, verify the marks and labels, and sign to acknowledge the receipt of goods • Communicate with the higher level and related parties for any special situations • Verify the information, quantity, document and carriage of goods with the other side to ensure they tally with the information on the document 3. Exhibit professionalism <ul style="list-style-type: none"> • Strictly follow the organization's procedures and guidelines to arrange the delivery of goods • Prevent any malpractice, such as theft, in a professional manner
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Follow the organization's procedures and guidelines to implement the delivery of goods; and • Check correctly to see if the information on the document tallies with the goods.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Receive returned goods in distribution centres
Code	104961L2
Range	This unit of competency (UoC) is applicable to staff handling goods in retail distribution centres or warehouses. It covers the abilities to assess and handle returned goods in distribution centres or warehouses according to established guidelines and procedures, and ensure that the records of returned goods are correct.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of handling returned goods <ul style="list-style-type: none"> • Understand the policy and procedures of the organization on returned goods • Know how to handle the storage of problem goods according to the situation • Understand the documents for returning goods • Understand the inventory mechanism of the organization • Understand the infrastructure of distribution centre or warehouse • Understand the occupational safety and health guidelines of the organization 2. Receive returned goods in distribution centres <ul style="list-style-type: none"> • Assess goods to determine the reasons for returning them, such as: <ul style="list-style-type: none"> • Excess supply • Wrong delivery • Expired goods • Goods damaged (e.g. infested) during transportation • Check the returned goods with the distribution record • Return the non-damaged goods to the warehouse for storage • Update the inventory record according to the organization's procedures • Save the documents for returning goods according to the organization's procedures • Record details of the problem goods, e.g. taking photos 3. Exhibit professionalism <ul style="list-style-type: none"> • Follow related occupational safety and health regulations and guidelines to receive returned goods • Prevent any malpractice, such as theft, in a professional manner
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Follow the procedures of the organization to complete the task of receiving returned goods, and return the non-damaged goods to the warehouse for storage; and • Record information on returned goods correctly to reflect the real inventory situation.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Handle payments for purchases
Code	104962L2
Range	This unit of competency (UoC) is applicable to staff responsible for purchase payments in the retail industry. It covers the abilities to handle the payments to suppliers and creditors, including local or international suppliers, according to established payment procedures of the organization. The payment amount should not exceed the job authority.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of handling payment for purchases <ul style="list-style-type: none"> • Understand the payment procedures and policy of the organization • Master the payment record system of the organization • Possess basic knowledge of local and international payment, including: <ul style="list-style-type: none"> • Taxes • Payment method • Payment terms • Invoice and payment procedures • Master the internal payment system (electronic and text files) 2. Handle payments for purchases <ul style="list-style-type: none"> • Follow the organizational procedures and guidelines to check the accuracy of delivery note and invoice • Review invoice and unsettled payment record to look for and rectify discrepancies • Master the methods of purchase payment such as: <ul style="list-style-type: none"> • Cash • Cheque • Electronic transfer (TT, SWIFT), etc. • Prepare payment-related documents • Seek payment authorization from designated personnel • Make payment and update the internal record according to the organization's procedures 3. Exhibit professionalism <ul style="list-style-type: none"> • Payment should be made in correct amount according to the organization's procedures • Ensure compliance with the code of ethics when handling payment in order to prevent any act of theft
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Check the accuracy of invoice and seek payment authorization from relevant personnel; and • Handle the payment for purchases in an appropriate way and update the internal record according to the organization's procedures.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Implement the purchase
Code	104963L3
Range	This unit of competency (UoC) is applicable to staff in the purchasing department of a retail organization. It requires some judgement and covers the abilities to choose suitable suppliers in order to purchase suitable goods in right quantities from them according to established purchasing procedures of the organization and limits of authority of the relevant post.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of purchasing <ul style="list-style-type: none"> • Master the latest information on the price, market demand and market share of different goods • Understand the cost structure of goods in order to negotiate with the suppliers for marginal returns • Understand the legislation on the standard and sales of goods • Master the required specifications and inventory of different goods • Master the documents and handling method of the company for purchase • Understand the procedures for selecting suppliers of different goods • Master the trend and specifications of environmental products for consumer choice • Master the environmental purchasing concept and its application 2. Implement purchase <ul style="list-style-type: none"> • Confirm what goods to be purchased according to established purchasing procedures and limits of authority of the relevant post • Explain to / discuss with the supplier about the marketing plan according to the advantage of the organization • Confirm the supplier of goods needed according to the established supplier selection procedures • Purchase from selected suppliers according to established strategies, including: <ul style="list-style-type: none"> • Supply agreement • Confirming the specifications and quantity of different goods • Purchase price and cycle • Handling suppliers' requests • Understand storage methods for goods • Collect quotation information for comparison and analysis, and make a purchase according to the sales targets set by the organization • Assist in reviewing the types and ranges of goods • Assist in planning and developing the types of goods • Follow all relevant government laws, e.g. no bid rigging in the purchasing process

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Strictly follow the organization's established purchasing procedures and limits of authority of the relevant post• Protect the benefit of the organization during the purchase of goods• Prevent any abuse or malpractice such as misappropriation of the organizational assets and theft, in a professional manner
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Implement the purchase of goods effectively according to the organization's established purchasing procedures; and• Handle purchase-related documents properly.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Implement the import and export of goods
Code	104964L3
Range	This unit of competency (UoC) is applicable in the logistics and purchasing departments of the retail industry. It requires some judgement and covers the abilities to master different procedures and requirements for the import and export goods (e.g. national laws, corporate procedures, customs procedures) in order to complete the import and export of goods and support the retail business of the organization.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of import and export</p> <ul style="list-style-type: none"> • Understand different modes of transaction, e.g. processing trade, import, export and re-export • Understand the import/export documents, tariffs and customs clearance procedures • Understand business law and relevant international conventions, regulations and legislation • Understand the ordinances for the import and export of goods in Hong Kong • Master import/export arrangement, e.g.: <ul style="list-style-type: none"> • Free on Board (FOB) • Cost and Freight (CFR) • Cost Insurance and Freight (CIF) • Bills of Lading • Master different types of payment • Understand the classification of goods and documents required by the Customs Department • Understand the clearance procedures, customs certificate and customs transfer arrangement • Master the organization's criteria and procedures for the imports and exports <p>2. Implement the import and export of goods</p> <ul style="list-style-type: none"> • Identify the category of goods being processed • Confirm the international regulations and licences needed for the transport of goods • Arrange documents needed for completion of transport • Ensure that documents completed are submitted to the units concerned according to the organization's procedures • Calculate the costs involved in the import and export of goods • Master the customs licensing requirements and confirm the most appropriate transport service and transport insurance • provide the documents and procedures required by the Customs Department and complete the required procedure • Monitor the time required to transport, coordinate with different parties and ensure the goods are delivered to the destination on time • Arrange claim adjusters to survey the goods when the imports/exports have serious shortages or quality problems

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Comply with the legal requirements on logistics transport, customs and bonded goods when implementing the import and export of goods
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Identify the category of goods and licences needed for customs import and export;• Coordinate with different parties to ensure that the goods are delivered to the destination; and• Correctly record the fees involved in the import and export of goods according to the organization's procedures.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Manage the delivery of goods
Code	104965L3
Range	This unit of competency (UoC) is applicable to staff handling goods in retail distribution centres or warehouses. It requires judgement and covers the abilities to manage the delivery of goods (from distribution centres to retail stores), and properly handle the goods returned for whatever reasons in the delivery process.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the delivery of goods</p> <ul style="list-style-type: none"> • Understand the retail supply chain procedures of the organization • Understand the importance of efficient delivery procedures • Understand the organization’s procedures for distributing and transporting goods • Understand retail stores’ requirement on time of receiving goods • Understand documents related to the delivery of goods, such as: <ul style="list-style-type: none"> • Application form • Delivery service application form • Delivery form • Return form • Form of receipt • Understand the unloading environment (e.g. shopping mall and railway station) and requirements (e.g. no stopping zone restriction, vehicle length and noise) • Understand the logistic support for the retail business of the organization • Understand the transportation requirements for different goods (e.g. temperature for freezing and restrictions on dangerous goods) • Master the safety procedures for goods transport <p>2. Manage the delivery of goods</p> <ul style="list-style-type: none"> • Arrange appropriate mode of delivery, including vehicle category, outsourcing transportation, etc. • Implement pre-delivery procedures according to the organization’s guidelines, including: <ul style="list-style-type: none"> • Check the vehicle • Prepare documents before departure • Brief the driver • Special remarks on delivery • Check the goods in the distribution centre to confirm that: <ul style="list-style-type: none"> • The delivery documents are correct • The conveyance suits the goods type • The quantity is correct • The goods are intact • Arrange the route and time for delivery, including the alternative route in case of emergency • Manage and supervise the subordinates to perform tasks related to the delivery of goods • Process delivery-related documents properly to ensure that they are complete and filed

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Manage and supervise the subordinates, in a meticulously manner, to perform goods delivery tasks according to the occupational safety and health regulations and guidelines
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Manage the delivery of goods, including supervising the subordinates to perform delivery tasks, according to the organization's guidelines; and• Distribute the goods to retail stores accurately on time.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Manage the product distribution process
Code	104966L3
Range	This unit of competency (UoC) is applicable to logistics staff in the retail industry. It requires some judgement and covers the abilities to master, organize and evaluate the organization's procedures and information of product wholesale, distribution, inventory and transport in order to use in related management work.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of product distribution <ul style="list-style-type: none"> • Master the purpose of inventory management and product distribution, e.g. the relationship of costs and inventory portfolio/level to profit • Understand the organization's inventory record system, e.g.: <ul style="list-style-type: none"> • Basic information of inventory • Inventory level control • Computer application • Inventory report • Understand the transport flow and details of product distribution/delivery <ul style="list-style-type: none"> • Supply chain concept • Transport flow • Related computer system • Understand the responsibilities of the organization's retail business under the supply and distribution agreement • Understand client's expectation on the organization's retail business concerning product supply and distribution 2. Manage the product distribution process <ul style="list-style-type: none"> • Manage/control the inventory quantity and product type, including: <ul style="list-style-type: none"> • Distinguish between basic and accessory products • Master and control the inventory level • Review the relationship between product mix and the sales of product • Arrange replenishment and delivery • Formulate the inventory plan and method, e.g.: <ul style="list-style-type: none"> • The best inventory portfolio • The best inventory level • The best product source • Fixed-location/random-location storage • Storage location (supplier, distribution warehouse, etc.) • Maintain communication with clients and make satisfactory arrangements for product distribution and delivery • Manage the distribution and delivery of products, including: <ul style="list-style-type: none"> • Master the transport flow and system • Master the transport management, such as the coordination of storage location, delivery method and time • Packaging and delivery of the products • Monitor and guarantee the quality of the products during distribution and delivery • Insurance arrangement for the products • Resolve customer complaints/feedback on product distribution

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Protect the benefit of the organization when managing the product distribution process, and ensure that the whole process complies with the regulatory and legal requirements• Prevent any abuse of power or malpractice, such as abuse / misappropriation of the organizational assets and theft, in a professional manner
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Master the organization's procedures and information of product wholesale, distribution, inventory and transport; and• Master the knowledge of retail product wholesale and transport management, and use it in related management work.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Implement logistic safety and health management measures
Code	104967L3
Range	This unit of competency (UoC) is applicable in relevant workplaces of the retail industry. It covers the abilities to judge in order to implement logistic safety and health management measures in daily routines according to the organizational and regulatory requirements.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of occupational safety and health</p> <ul style="list-style-type: none">• Possess basic knowledge of occupational safety and health and know its application• Understand the safety responsibilities, including legal responsibilities, of employees of all levels in the logistic department• Understand the occupational safety and health management system of the organization• Understand the occupational safety and health duties that need to be carried out in logistics related processes and workplaces• Understand potential occupational safety risks in logistic workplaces

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	<p>2. Implement logistic safety and health management measures</p> <ul style="list-style-type: none"> • Analyze potential hazards for different jobs and procedures according to procedures and guidelines set out in the occupational safety and health management system; formulate suitable safety measures from the aspects of “Man, Machine, Material, Method and Environment”; implement these measures to provide a safe working environment, including: <ul style="list-style-type: none"> • Safety inspection • Personal protection • Preventive measures • Monitoring the contractors • Providing sufficient resources, information and training • Setting up in-house safety committee according to the legal requirements if necessary • Implement the occupational safety and health management system of the organization, including: <ul style="list-style-type: none"> • Carrying out the targets of the management system • Setting up management committee to conduct regular reviews • Implementing management system mechanism • Implementing monitoring mechanism, e.g. making the fire escape route map • Establishing response system • Providing training in occupational safety and health management system for new employees • Supporting the work of the safety committee and working groups • Implementing emergency drills (for fire escape, emergency evacuation, electrical short-circuit, infectious disease, rodent infestation, etc.) • Apply basic knowledge of occupational safety and health to perform occupational safety and health management duties so as to reduce accidents, including: <ul style="list-style-type: none"> • Inspecting workplace safety • Checking the preventive measures • Assessing the safety of conveyance / equipment of all kinds • Assessing basic risks • Following up investigations on accidents • Assisting in launching safety promotion events • Conducting work hazard analysis • Formulating pest and rat control • Organizing relevant group meetings <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Work meticulously to ensure that the logistic safety and health management measures meet the organizational legal requirements
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Implement safety and health management measures effectively according to the requirements of the organization in order to minimize accident and provide a safe working environment.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Monitor the inventory level to meet the demand
Code	104968L3
Range	This unit of competency (UoC) is applicable to departments related to inventory management in the retail industry. It requires critical analysis and judgement. It covers the abilities to accurately monitor the inventory level according to the inventory control procedures of the organization to ensure that stocks are adequate to meet the business demand.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of inventory management <ul style="list-style-type: none"> • Know the importance of inventory control • Understand the principle of inventory management, such as the purpose of inventory management, inventory control, inventory control, etc. • Understand the inventory policy and procedures of the organization • Understand the inventory control systems of the organization • Understand the minimum delivery quantity and order time required • Understand different inventory control technologies, e.g.: <ul style="list-style-type: none"> • Electronic scanning • Bar code • Electronic article surveillance (EAS) tag • Radio-frequency identification (RFID) 2. Monitor inventory <ul style="list-style-type: none"> • Monitor the flow of goods in the warehouse through the records of incoming and outgoing documents, e.g. receipts, despatch notes, bills, etc. • Record the inventory, including: <ul style="list-style-type: none"> • Monitoring the inventory level • Inputting the quantities of goods accepted and delivered to the inventory system • Recording all the discrepancies • Submitting reports to related units and remind them of the inventory status • Monitoring the inventory situation and report on the fast-selling, unsaleable and out-of-stock items • Monitoring the warehouse space situation to coordinate the storage plan • Coordinate with the purchasing department for inventory replenishment in order to meet the demand • Assist in stock taking in order to update the inventory system data 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure that the inventory data provided is accurate • Prevent any abuse of power or malpractice, such as abuse / misappropriation of the organizational assets and theft, in a professional manner
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Monitor and record the inventory effectively; and • Coordinate and communicate with all related units to ensure adequate supply of stock.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Implement inventory procedures
Code	104969L3
Range	This unit of competency (UoC) is applicable to staff of the inventory control and management department in the retail industry. These abilities can be applied to various predictable and regular circumstances, which may involve non-routine work, and enable independent execution of the established inventory procedures of the organization to ensure that the related operating procedures have been followed through.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of inventory management <ul style="list-style-type: none"> • Understand the general standard of inventory management • Understand the legal regulations on inventory procedures • Understand the special requirements of the organization for inventory procedures • Understand the inventory procedures of the organization, e.g. <ul style="list-style-type: none"> • Inventory documents • Stock-taking, etc. • Understand the actual operation of the inventory system of the organization 2. Implement inventory procedures <ul style="list-style-type: none"> • Implement inventory procedures independently in various predictable and regular circumstances in accordance with the inventory handling procedures of the organization <ul style="list-style-type: none"> • Dispatch goods according to the rules stipulated by the organization e.g. by using the first-in-first-out principle (FIFO) • Record and handle damaged goods in accordance with the rules stipulated by the organization • Implement regular and cyclic stock-taking <ul style="list-style-type: none"> • Arrange staff without direct participation in warehouse management to take stock regularly while supervisors implement sudden inspections • Always keep record of stock-taking results and cross-check with warehouse's inventory records and accounting department's records • In case of discrepancies, immediately investigate and keep record, and report to the management • Input stock-taking results to inventory system • Understand the special arrangement and treatment for goods received and goods sent out by order during stock-taking • Adopt the established inventory procedures and documents of the organization to ensure that the stock matches the inventory record <ul style="list-style-type: none"> • Check records of goods returned and exchanged • Check records of goods sent back to warehouse • Take stock of goods and keep record as soon as possible (before the deadline) after receiving and delivering goods • Attach the approved deliver order to every inventory record as a supporting document when dispatching goods • File vouchers in serial codes (or other designated format) to facilitate checking • Implement inspection of the date of use of the inventory to ensure the accuracy of the corresponding data recorded in the inventory system

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Work in a rigorous manner, ensure that the stock matches the inventory record, and do not allow any illegitimate treatment or amendment to the inventory record• Define clearly the personnel being authorised to make amendments to the inventory record and their limits of authority• Prevent any abuse of power or malpractice, such as abuse / misappropriation of the organizational assets and theft, in a professional manner
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Implement the established inventory procedures of the organization effectively; and• Input stock-taking results into inventory system and ensure the accuracy of inventory record.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Introduce products
Code	104970L3
Range	This unit of competency (UoC) is applicable to staff handling goods in the retail industry. It covers the abilities to clearly introduce to employees of different positions the detailed information and characteristics of the product purchased by the organization, so that they can sell it to customers more successfully in their respective working area.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of introducing products</p> <ul style="list-style-type: none"> • Understand different channels and methods of communicating with colleagues • Understand different channels and methods of promoting products • Master the detailed information and characteristics of the product purchased by the organization • Understand the corporate plan of launching the product and the responsibilities of different departments, and possess knowledge of the product • Understand the organization’s procedures of launching the product and the support required <p>2. Introduce products</p> <ul style="list-style-type: none"> • Provide relevant departments and employees with the latest information and characteristics of the product after purchasing it, such as: <ul style="list-style-type: none"> • Features attractive to customers (particularly appliances or audio-visual products) • Characteristics edged over other similar products (particularly electronic or computer products) • Correct operation /use of the product • Suggested retail price (if applicable) • Maintenance period / expiry date, etc. (durables) • Most trendy of its kind (e.g. apparels) • Appropriate storage condition (e.g. the temperature and humidity) / method before putting on sale • Provide relevant employees and departments with necessary training to ensure that they possess product knowledge and know how to operate it • Prepare printed/training materials or promotional leaflets for product introduction activities if necessary • Recommend on how to improve the methods and channels of introducing products to employees • Evaluate the result of product introduction activities, e.g. whether the employees can sell the product to customers successfully

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Introduce the product according to its actual information/ characteristics without exaggerating its functions / use• Refer to the Trade Descriptions Ordinance to ensure the product introduction complies with the legal requirements
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Clearly introduce to employees of different positions the detailed information and characteristics of the product; and• Enable the employees to sell it to customers more successfully in their respective working area.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Buy goods
Code	104971L3
Range	This unit of competency (UoC) is applicable to the purchasing department of the retail industry. It requires analysis and judgement, and covers the abilities to master the organization's purchasing needs and buy quality goods with the most favourable price.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of buying goods <ul style="list-style-type: none"> • Understand the corporate policy on buying goods/ sales target • Master the supplier relationship management skills • Master the contract negotiation skills • Understand factors affecting the buying of goods, such as: <ul style="list-style-type: none"> • Sales condition of the goods • Seasonal and market trends • Inventory policy • Sales activities of competitors • Publicities and other business activities • Master the skills in evaluating product performance / quality • Know about job ethics and code of conduct for purchasing 2. Buy goods <ul style="list-style-type: none"> • Identify purchasing needs • Make a purchase plan according to the purchasing needs, including: <ul style="list-style-type: none"> • Product description • Quantity • Requirement date • Estimated cost • Supplier type • Local or international goods • Select suitable suppliers and make orders to them • Coordinate to deliver the goods to warehouse or directly to retail shops 3. Exhibit professionalism <ul style="list-style-type: none"> • Maintain good partnership with suppliers • Comply with guidelines related to buying goods and adhere to the job ethics • Prevent any abuse of power or malpractice, such as abuse / misappropriation of the organizational assets and theft, in a professional manner
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Master the purchasing needs of the organization; and • Buy quality goods for the organization with the most favourable price.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Implement quality control of goods
Code	104972L3
Range	This unit of competency (UoC) is applicable to staff responsible for quality control in the retail industry. It requires evaluation, analysis and judgement. It covers the abilities to implement quality control of goods to ensure that the quality of incoming and outgoing goods is up to standard.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of quality control</p> <ul style="list-style-type: none">• Understand the quality control policies and procedures of the organization• Understand quality control methods and techniques, including<ul style="list-style-type: none">• Sampling• Inspection• Testing• Understand points to note for quality control e.g.<ul style="list-style-type: none">• Related legal requirements in Hong Kong• Related international testing requirements• Define tolerable amount of problem goods for different quality problems• Date of validity• Label (e.g. usage, types of materials, usage instructions, warnings, etc.)• Package condition (e.g. damaged, with cracks, etc.)• Production certificate• Safety and health regulations and related legal requirements• Understand related occupational safety and health and related regulations

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	<p>2. Implement quality control of goods</p> <ul style="list-style-type: none"> • Assess the quality assurance management system of the supplier to see if it fulfils the requirements when purchasing goods • Before receiving goods, obtain the outgoing quality inspection report from the supplier • Implement tasks related to quality control in accordance with the established quality control guidelines and procedures of the organization <ul style="list-style-type: none"> • Peruse detailed information of the goods (e.g. type of goods, quantity, need for special treatment, etc.) • Quality assurance requirements • Specific safety requirements • Implement quality control of goods before storage in accordance with the guidelines and standards of quality of the organization and related legal requirements <ul style="list-style-type: none"> • Verify documents related to the inventory (voucher, label, delivery note, consignment note of the supplier, etc.) • Observe visually to ensure the goods are free from any damage during the consignment • Implement sampling, inspection and testing • Complete the inspection reports required in accordance with established procedures • Implement the following before delivery of goods: <ul style="list-style-type: none"> • Check delivery documents (e.g. delivery order, records, etc.) • Observe visually or conduct sample checking to ensure that the goods are flawless and up to standard (e.g. any damaged package, product temperature (if applicable) or product volume, etc.) • Use proper product package to ensure that the products will be free from any damage during loading, unloading and the conveyance process • Choose appropriate conveyance (e.g. refrigerated vehicle) in accordance with the nature and type of goods • Complete the inspection reports required in accordance with established procedures • Properly store goods in accordance with related quality control guidelines, reject or return goods that are not up to standard, and record and report quality control results <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the quality of incoming and outgoing goods is up to standard when carrying out quality control of goods
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Implement quality control of goods in accordance with the established quality control guidelines and procedures of the organization; and • Record quality inspection reports and related documents for incoming and outgoing goods accurately, and file them properly.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Arrange maintenance and repair for transportation means
Code	104973L3
Range	This unit of competency (UoC) is applicable to staff responsible for logistics transportation. It requires independent analysis and judgement. It covers the abilities to arrange maintenance and repair for transportation means to ensure that they fulfil the safety requirements.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of maintenance and repair for transportation means <ul style="list-style-type: none"> • Master the organization’s policy on maintenance and repair of transportation means • Understand the purpose and importance of regular maintenance and repair of transportation means • Know about maintenance and repair of transportation means and guidelines of manufacturers • Know about the basic maintenance and repair methods for different transportation means e.g. tyres, braking system, etc. • Understand established maintenance and repair procedures, methods and related contingency measures • Know about the organization’s safety inspection stipulations, frequency and methods, e.g. at a specific time period, by mileage, etc. • Understand the organization’s maintenance and repair regulations and procedures for outsourced transportation means 2. Arrange maintenance and repair for transportation means <ul style="list-style-type: none"> • Arrange related maintenance and repair procedures and schedule according to the established policies of the organization and the guidelines of the manufacturer • Carry out inspection regularly according to the established procedures to ensure the normal operation of transportation means (such as vehicles and facilities) • Record accurately related maintenance reports according to the established specifications and file them properly including maintenance and repair suggestions, fees, etc. • Analyze and assess inspection reports <ul style="list-style-type: none"> • Confirm items that require maintenance and repair by referring to manufacturers’ specification requirements • Prioritize maintenance and repair items • Assess the effect on transportation and logistics service quality • Arrange maintenance and repair work <ul style="list-style-type: none"> • Select appropriate maintenance contractors and eligible persons, and request for quotations • Submit a maintenance suggestion report and quotations to the higher level for vetting and approval • Discuss and arrange maintenance schedule with the manufacturer • Inspect results and quality after maintenance • Arrange maintenance as soon as possible in accordance with the organization’s emergency contingency measures when unexpected incidents occur

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure transportation means are in good condition and goods are properly and punctually delivered to designated locations.
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Regularly inspect and analyze the maintenance and repair needs of the organization's transportation means;• Select appropriate maintenance contractors and eligible persons in accordance with the organization's policies and guidelines, confirm and arrange maintenance and repair schedule with related persons; and• Record maintenance and repair results accurately and file them properly.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Perform retail inventory management
Code	104974L3
Range	This unit of competency (UoC) is applicable to inventory management staff in the retail industry. It covers the abilities to employ the knowledge of retail inventory management to report and assess inventory information, so as to perform retail inventory management in familiar working environment (e.g. retail stores).
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of retail inventory management</p> <ul style="list-style-type: none"> • Understand inventory management, such as: <ul style="list-style-type: none"> • Location and planning of inventory • Inventory system and control • Outdated and abandoned inventory • Understand stock-taking method and procedures • Know about the costs of inventory, such as: <ul style="list-style-type: none"> • Material cost • Out-of-stock cost • Cost of returned goods • Understand the relationship between inventory and sales of goods, such as: <ul style="list-style-type: none"> • The best-selling goods • High gross profit goods • Seasonal goods • Popular goods • Form of display • Know the inventory as well as dates of order and delivery for different direct suppliers • Understand the operation of retail stores • Understand procedures of returning goods

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	<p>2. Perform retail inventory management</p> <ul style="list-style-type: none"> • Perform goods yard management, e.g.: <ul style="list-style-type: none"> • Design a layout map showing the inventory racks in the warehouse, indicate the classification of goods in each area and post the layout map on the door of the warehouse • Put the goods by areas and by classification in a neat and tidy order • Manage the inventory racks in the warehouse according to serial number • Set a safe inventory level for the inventory goods • Apply the first-come-first-out (or some other) principle to govern the in and out of goods • Perform stock-taking duty according to the established procedures, including: <ul style="list-style-type: none"> • Counting the quantity and value of the inventory on regular basis • Recording the real balance of inventory • Recording the quantity of inventory loss • Implement inventory policy, including: <ul style="list-style-type: none"> • Assessing the impact of marketing activities and market conditions on demand • Assessing customer demand and flow • Making forecast on sales volume • Determining the proportion between inventory and sales • Arranging replenishment of goods • Estimating ordering cost and inventory cost • Setting stock re-ordering level <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Strictly comply with the inventory policy of the organization when performing retail inventory management • Prevent any abuse of power or malpractice, such as abuse / misappropriation of the organizational assets and theft, in a professional manner
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Employ the knowledge of retail inventory management to report and assess inventory information; and • Perform the duties of retail inventory management, such as goods yard management and stock-taking.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Implement e-commerce logistics operating procedures
Code	104975L4
Range	This unit of competency (UoC) is applicable to staff of the logistics-related departments in the retail industry. It requires meticulous thinking and judgement. It covers the abilities to implement different e-commerce logistics operations effectively.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of e-commerce logistics operation <ul style="list-style-type: none"> • Understand different types of e-commerce, such as: <ul style="list-style-type: none"> • E-commerce between company and consumer • E-commerce among companies • Understand the e-commerce relationship between the organization and relevant units and the information technologies being used • Understand the limitations of e-commerce platform and the required data specifications • Know the retail e-commerce operating procedures of the organization, such as: <ul style="list-style-type: none"> • Customer data processing • Search management • Content and product / service catalogue management • Payment management • special incident / message notification • Understand the liabilities and risks of performing e-commerce operations between the organization and different units 2. Implement e-commerce logistics operating procedures <ul style="list-style-type: none"> • Use suitable technologies to perform e-commerce operations according to the e-commerce relationship between the organization and different units • Ensure the responsible staff are of the rank and level to perform the e-commerce operations • Perform electronic document/data interchange according to the instructions on e-commerce operations • Keep records of e-commerce operations • Report to the higher level promptly and accurately when a problem occurs, and make remedies 3. Exhibit professionalism <ul style="list-style-type: none"> • Avoid breaching the Personal Data (Privacy) Ordinance when implementing e-commerce logistics operating procedures • Prevent, in a professional manner, abuse of the e-commerce platform to carry out false / illegal acts
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Use suitable information technologies correctly to carry out different forms of e-commerce operation with individual units.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Implement logistics management business continuity plan
Code	104976L4
Range	This unit of competency (UoC) is applicable to logistics management staff in retail stores. It covers the abilities to handle non-routine work that may require some judgment, and follow the corporate operational procedures, business continuity plan and emergency response measures in order to reduce the organization's, customer's and business partner's loss, and resume normal business operation.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of logistics management business continuity plan <ul style="list-style-type: none"> • Understand the methods and processes of operating freight service and emergencies that may occur • Understand the requirements and modes of operation of different business partners and relevant government departments • Understand the impact of emergencies on logistics, e.g. typhoon, flooding, fire, power outage, mechanical and computer failure, explosion, strike, embargo, earthquake and epidemic • Understand the activation mechanism for response procedures and business continuity plan in case of logistics emergencies • Understand the operational system, report arrangements, limits of authority and accountability structure, ways of communication, etc. 2. Implement logistics management business continuity plan <ul style="list-style-type: none"> • Receive accurate message on unexpected logistics incidents, and activate the response procedures of the business continuity plan • Deploy manpower and resources according to the response procedures and business continuity plan • Carry out different levels of action according to established procedures, e.g. precautions, stopping operation, evacuation, etc. • Liaise with or report to parties being affected, goods owners and business partners according to the response procedures • Take relevant record and deliver the documents accordingly • Report punctually to the higher level and stakeholders 3. Exhibit professionalism <ul style="list-style-type: none"> • Protect the overall interests of the organization, customers and business partners when implementing the logistics management business continuity plan • Implement the procedures of the business continuity plan according to the ordinances, and the requirements and standards of the regulatory bodies and on occupational safety and health
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Activate response procedures and implement business continuity plan according to different emergency situations so that the organization can resume normal business operation as soon as possible.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Manage inventory
Code	104977L4
Range	This unit of competency (UoC) is applicable to inventory management staff in the retail industry. It covers the abilities to manage inventory properly in familiar working environment, so as to facilitate the overall supply chain operation of the organization.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of inventory management <ul style="list-style-type: none"> • Understand the importance of proper inventory management to retail and trading businesses • Understand the relationship between optimal inventory level and retail operation • Understand the effect of inventory discrepancy on the organization, including the impact / damage on its competitiveness / financial situation 2. Manage inventory <ul style="list-style-type: none"> • Apply inventory management techniques to determine the appropriate inventory level • Provide customers with uninterrupted supply of goods and reduce overall inventory storage costs • Coordinate and communicate properly with other departments on the production, delivery and sales of goods to ensure effective inventory management • Introduce automation equipment for inventory management • Liaise closely with the marketing and sales departments and the suppliers in order to assess the effect of promotions and market situation on inventory demand • Assess organization's inventory level and forecast the inventory demand in order to perform inventory management • Review the inventory management measures effectively, and take timely action to remedy unexpected happenings • Optimize inventory management method to improve operation 3. Exhibit professionalism <ul style="list-style-type: none"> • Strictly follow the inventory management policies and procedures of the organization • Prevent any abuse of power or malpractice, such as abuse / misappropriation of the organizational assets and theft, in a professional manner • Ensure that all inventory management activities are legal
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Manage inventory properly to facilitate a smooth operation of the organization's supply chain; and • Monitor the inventory level and estimate market demand in order to make the inventory management more cost-effective.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Handle problems with suppliers
Code	104978L4
Range	This unit of competency (UoC) is applicable to staff responsible for contacting suppliers in the retail industry. It covers the abilities to handle non-routine work and requires meticulous thinking and appropriate judgment in order to state the problem to the supplier and resolve the problem by negotiation independently when goods have special condition/problem and the supplier is found responsible.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of handling problems of goods purchased <ul style="list-style-type: none"> • Understand the organization’s policy on goods purchased, e.g. packaging, expiry date of goods, etc., as well as common problems and the corresponding solutions and procedures • Understand the organization’s management policies on suppliers • Master team spirit, coordination ability and good interpersonal communication ability (through words and language) in order to facilitate communication with suppliers • Master the techniques of analyzing problems, resolving problems and collecting information about the problem, etc. • Understand the procedures for reporting problems to suppliers, and possess knowledge of using internal problem report tracking system (by paper or computer) • Understand the methods and procedures for inspection of goods 2. Handle problems with suppliers <ul style="list-style-type: none"> • Analyze details of the problem goods in accordance with the policies/guidelines formulated by the organization • Confirm if the problem originated from the organization itself or it was the responsibility of the supplier • Collect important evidences of the problem goods and submit them to the supplier • Retrieve detailed information from the system that keeps record of the supplier such as contact person, contractual terms, and statements; and contents required for submitting the problem • Complete the internal “Report on Problems of Suppliers” according to the established guidelines of the organization, which can be an online /a tracking system record or by filling out a form, and keep record of written documents on evidence collected • Submit the report to the supplier and request for follow-up actions • Follow up and negotiate with the supplier to resolve problems related to the goods • Analyze the performance of different suppliers and implement quality management • Review the incident and identify sources of problems to avoid recurrence of similar problems

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Adhere strictly to the organization's management policies on suppliers• Handle problems with suppliers in a professional and meticulous manner• Prevent any abuse of power or malpractice, such as abuse / misappropriation of the organizational assets and theft, in a professional manner
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Clearly illustrate problem areas of goods provided by the supplier;• Collect evidence and request the supplier to take follow-up actions, and resolve problems by negotiation; and• Correctly record and save related documents and reports according to the guidelines of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Establish partnerships with suppliers
Code	104979L4
Range	This unit of competency (UoC) is applicable to staff responsible for contacting suppliers in the retail industry. It requires meticulous thinking and appropriate judgment. It covers the abilities to introduce appropriate suppliers for products/services of the organization and establish partnerships with them according to the policies, rules and operation of the organization.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of establishing partnership <ul style="list-style-type: none"> • Understand the purpose and effect of introducing new suppliers on the existing supplier group • Master the purpose and conditions of establishing partnerships with suppliers • Understand common problems/difficulties when cooperating with suppliers • Understand the techniques of establishing good partnerships with suppliers • Understand the needs, priorities and concerns of the suppliers in order to develop a win-win partnership • Master the negotiation skills 2. Establish partnership with suppliers <ul style="list-style-type: none"> • Find appropriate suppliers for the products/services of the organization, and set common goals for the development of the organization and the suppliers • Negotiate with different suppliers and strive for the most favourable terms for the organization when entering into a partnership with suppliers • Use measurable methods to formulate partnership plans with suppliers • Formulate related conditions and points to note when establishing partnership agreements with suppliers e.g. <ul style="list-style-type: none"> • Service level/product specifications • Delivery of product (lead time) • Service time/ level of service supplied • Sharing client feedback • Market information • Purchase support • Conduct survey on clients' satisfaction level or response after introducing a supplier, and develop respective key performance indicators(KPI) • Communicate with the quality control department to assist in monitoring the quality of products supplied by the supplier • Monitor the performance of the supplier continuously and review the partnership plan regularly • Contact the supplier regularly to review the partnership and formulate supply chain optimization solutions

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Establish good partnerships with suppliers on the basis of mutual trust and by adhering strictly to the policies and requirements of the organization• Enter into a partnership with a supplier with the prerequisite that the benefit of the organization will not be harmed, in order to achieve a win-win situation• Prevent any abuse of power or malpractice, such as abuse / misappropriation of the corporate assets and theft, with probity
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Introduce appropriate suppliers for the organization, establish good partnerships and formulate partnership plans with suppliers; and• Monitor the performance of suppliers continuously and review the partnership plans regularly.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Import goods
Code	104980L4
Range	This unit of competency (UoC) is applicable to staff responsible for the purchase and supply chain in the retail industry. It requires analysis and judgement. It covers the abilities to import goods for retail, which includes the purchase, inventory method and sales of goods.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of importing goods <ul style="list-style-type: none"> • Understand the corporate policy for purchasing international goods • Know about the corporate business objectives • Master the negotiation skills for international purchase agreement • Master the procedures of importing goods, including: <ul style="list-style-type: none"> • Product study and tender invitation • Collecting samples • Negotiation • Order and delivery management • Master the customs ordinances and regulations related to imports • Understand the purchasing ethics and code of conduct 2. Import goods <ul style="list-style-type: none"> • Communicate and coordinate with internal departments to confirm the purchasing needs • Confirm the reasons for the need of importing goods, such as: <ul style="list-style-type: none"> • Product's uniqueness • Brand • New market • Bigger profit • Purchase international products <ul style="list-style-type: none"> • Check the supplier's proof, including: <ul style="list-style-type: none"> • Reputation • Experience in export trade • quality • Health certificate / laboratory reports • Service attitude • Master the supplier's quality assurance system • Negotiate and arrange with the supplier on the goods delivery method • Agree on the minimum order quantity of goods, minimum quantity order and pay-on-delivery guarantee • Complete the necessary customs procedures for the imports, or outsource the process to agents • Coordinate with internal units to receive the goods • Track the delivery status of goods and check the quality of goods upon delivery

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Comply with the legal requirements on logistics transport, warehousing, customs and bonded goods when importing goods• Prevent any abuse of power or malpractice, such as abuse / misappropriation of the organizational assets and theft, in a professional manner
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Master the organization's requirements on goods purchase; and• Source reliable international suppliers and coordinate the entire import process to ensure that the goods are delivered to the appropriate retail units.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Provide logistic support
Code	104981L4
Range	This unit of competency (UoC) is applicable to logistic support staff in the retail industry. It requires critical analysis and judgement. It covers the abilities to confirm the supports required for the retail units and arrange appropriate resources to ensure that the goods are delivered to these units.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of logistic support <ul style="list-style-type: none"> • Master the logistic support process and procedures of the organization • Understand the service pledge of the logistics department • Understand the importance of efficient logistics management to the retail business • Understand different logistics regulations or standards, e.g.: <ul style="list-style-type: none"> • International Organization for Standardization (ISO) • Road and rail regulations • International Maritime Dangerous Goods (IMDG) Code • Occupational health and safety • Customs ordinances • Import and export licences • Taxes and tariffs • Understand the organization's logistics facilities for the retail business 2. Provide logistic support <ul style="list-style-type: none"> • Coordinate with the retail units to confirm their needs for logistic support • Analyze the logistic support modes and skills suitable for respective retail units • Work out the support plan, as well as the services and resources provided, with the retail units, including: <ul style="list-style-type: none"> • Transport vehicles • Manpower • Delivery schedule • Delivery document • Other related measures • Implement and monitor logistic support activities • Review the effectiveness of logistic support with the retail units regularly, and adjust the support plan for greater effectiveness when necessary 3. Exhibit professionalism <ul style="list-style-type: none"> • Comply with ordinances related to freight logistics when providing logistic support services • Prevent any abuse of power or malpractice, such as abuse / misappropriation of the organizational assets and theft, in a professional manner
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Confirm logistic needs of the retail units in order to provide support; and • Implement, monitor and review the logistic support plan to achieve the best goods supply solution, and avoid overstocking or understocking in retail locations.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Manage relationship with suppliers
Code	104982L5
Range	This unit of competency (UoC) is applicable to the purchasing department of the retail industry. It requires judgement and analysis. It covers the abilities to analyze and assess suppliers' information, and manage relationship with suppliers including management of purchase agreement, resolution of conflicts, and monitoring of suppliers, in order to ensure that the delivery of goods is correct in quantity and punctual.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of supplier management <ul style="list-style-type: none"> • Understand the organization's procedures and policy guidelines related to purchasing, tender invitation, and contract signing (including limit of authority and monitoring measures) • Understand the organization's guidelines on supplier selection • Understand the organization's policies and guidelines on contract negotiation • Understand methods of monitoring and assessing performance of suppliers • Understand by what method/mechanism the organization uses to monitor the quality of goods provided by suppliers 2. Manage relationship with suppliers <ul style="list-style-type: none"> • Analyze and classify suppliers e.g. <ul style="list-style-type: none"> • Scale of the organization • Types/quality of goods provided • Business expansion • Background, etc. • Analyze suppliers' production costs and evaluate the production condition in order to formulate appropriate purchasing strategies • Regularly update changes in suppliers' organization information • Understand suppliers' organization structure, decision making process, etc. • Assess suppliers' financial risks and their sustainability and formulate corresponding strategies and contingency plans • Increase transparency in tender invitations or contract negotiations to ensure a mutual understanding of all contractual terms and conditions. • Monitor suppliers' performance and give opinions on the following to improve cooperative relationship <ul style="list-style-type: none"> • Quality of goods • Delayed delivery • Arrangement for return of goods • Understand terms for return of goods (e.g. the return is due to problems related to transportation / packaging, etc.) • Faulty invoices, etc. • Establish sound communication channels with suppliers and maintain good cooperative relationship <ul style="list-style-type: none"> • Respect • Trust • Justice and integrity • Mutual benefits • A business partner

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that benefits of the organization will not be harmed, which is a prerequisite when entering into a partnership with suppliers, in order to achieve a win-win situation• Ensure that professional conduct has been upheld in the cooperative relationship with suppliers• Prevent any abuse of power or malpractice, such as abuse / misappropriation of the organizational assets and theft, in a professional manner
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Master the business characteristics of suppliers; and• Manage relationship with suppliers effectively, and establish sound communication channels with suppliers for mutual benefits.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Negotiate a contract
Code	104983L5
Range	This unit of competency (UoC) is applicable to purchasing or related departments of the retail industry. It requires critical analysis and reformatting of relevant information. It covers the abilities to negotiate contracts effectively, and prepare contract terms to protect the benefit of the organization in buying products or services. Comment on or confirmation of contract requires the organization's approval, and the contract amount should not exceed the limits of authority of the post.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of contract negotiation <ul style="list-style-type: none"> • Understand the organization's policies and procedures for purchasing, tendering and contracting • Understand the business law and relevant international conventions, regulations and legislations • Understand various modes of cooperation with suppliers and their characteristics • Understand standard contract terms and the principle of formulating them • Master the skills in managing the suppliers 2. Negotiate a contract <ul style="list-style-type: none"> • Analyze the contract details for product and service bought • Analyze the cooperation mode of and the relationship between the organization and the supplier • Analyze the operation risks of the organization • Set the baseline for negotiation concerning the range of service and its limitations, operation risks of the organization, etc. • Consider various factors, including difference of products or services, legal requirements, best practice of the trade, etc., during negotiation • Communicate with internal departments to master contract requirements for different operational procedures • Make use of the negotiation environment / negotiation skills / negotiation strategy / number of negotiators in order to achieve a win-win situation • Specify and understand the risks and liabilities for breaching the contract • Make preparation before negotiation, such as knowing one's own advantage, whether there is alternative product or service, how to meet the needs of the other side, etc. • Comments on or confirmation of the contract will only be effective upon the approval of an authorized person

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Possess good negotiation and communication skills• Comply with relevant legislation and job ethics in the contract negotiation process• Ensure that the contract is negotiated for the benefit of the organization
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Use good communication skills to understand the goals expected by both sides to the contract; and• Use the negotiation skills to fight for favourable terms for and protect the benefit of the organization, and to prepare contract terms to clearly express the wishes of both sides.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Formulate inventory control systems
Code	104984L5
Range	This unit of competency (UoC) is applicable to staff responsible for inventory management in the retail industry. It covers the abilities to critically analyze, re-organize, evaluate and consolidate a wide range of information; formulate inventory control systems to reflect the real inventory situation; and optimize inventory management for an effective retail business management.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of inventory control</p> <ul style="list-style-type: none"> • Master inventory control management, e.g. inventory plan, safe inventory, loss control, obsolete and waste stock • Master the functions and characteristics of different inventory management systems • Understand the principle of inventory management • Understand just-in-time inventory management, including: <ul style="list-style-type: none"> • Zero inventory philosophy • The environment of just-in-time inventory management • The advantage of just-in-time inventory management • Understand costs of stocks, e.g. material costs, ordering costs, custody costs, out of stock costs, etc. • Master the skills in analyzing inventories such as bestselling items, high-margin items, seasonal items, popular items, etc. • Effect of different promotions on demands • Effects of warehouse inventory zoning method on warehouse operations and procedures for receiving goods by retail stores <p>2. Formulate inventory control systems</p> <ul style="list-style-type: none"> • Work with different departments in analyzing the inventory system and structure of the organization • Analyze the inventory control system of the organization • Work out the inventory supply and workflow, e.g. time arrangement for buying, storing and delivering stocks • Formulate inventory control optimization systems for: <ul style="list-style-type: none"> • Purchase control • Optimized warehouses • Withdrawing procedures • Manpower and responsibilities • Stock taking procedures • Automatic inventory monitoring systems, e.g. RFID, bar code, etc.

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure the accuracy of the inventory control system used• Prevent malpractice such as abuse / misappropriation of the organizational assets in a professional manner
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Master the knowledge of inventory management; and• Analyze and consolidate information, formulate inventory systems for efficient inventory management and warehouse management to smoothen the retail business operation.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Warehouse space utilization and layout planning
Code	104985L5
Range	This unit of competency (UoC) is applicable to staff responsible for warehouse space planning in the retail industry. It covers the abilities to plan and design, to take full consideration of the organization's requirements for warehouse space (e.g. seasonal factor, nature of products, etc.) and plan warehouse space and layout effectively, providing sufficient space for storage of goods and a safe working environment for staff.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none">1. Knowledge of warehouse storage space planning<ul style="list-style-type: none">• Understand the organization's business policies and operation strategies• Understand the purpose and principle of warehouse management• Master various methods and techniques for warehouse design• Master factors of consideration for warehouse storage space measurement and layout design, e.g.:<ul style="list-style-type: none">• The enterprise's work specifications and quality• Inventory specifications of manufacturers and suppliers• Operating procedures and policies at workplace• Safety requirements for raw materials• Safety of working environment• Requirements of purchasing, commodity or other operating units• Understand the legal norm, criteria, etc. related to warehouse design

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	<p>2. Planning and design warehouse storage space</p> <ul style="list-style-type: none"> • Cooperate with related business departments and collect information required for warehouse storage space planning, including: <ul style="list-style-type: none"> • Floor plan of warehouse, storage racking system, storage zone, usable space of floor height, etc. • Safety standards and legal requirements • Product type and special requirements (e.g. temperature, humidity, refrigeration, etc.) • Product size, volume • Number of days of storage • Operating time of warehouse and goods delivery , shifts of operation, number of staff • Special equipment and instruments (e.g. forklift) • Number/frequency and quantity of deliveries • After analyzing and assessing related data, design goods storage zone that fulfils the needs of the organization <ul style="list-style-type: none"> • Individual space requirements for organizing goods and storing goods • Space requirements for receiving goods, unloading, inspection operation and staging area • Space requirements for temporary storage of deliveries and loading • Space for the automation system of facilities • Space for staff facilities • Sufficient space for the operation of warehouse facilities • Balance the quantity of goods to be handled in different areas to avoid crowded or bottleneck condition • Place goods to be collected first near the loading and unloading area in order to save time • Utilize storage space effectively, and cater to the special requirements of regular and seasonal inventory • Warehouse storage space must fulfil related legal requirements, e.g. fire safety requirements • Regularly review warehouse storage space utilization, including: <ul style="list-style-type: none"> • Appropriateness of storage locations for fast and slow moving stocks • Sufficiency of the remaining space of the warehouse • Frequency of maintenance and cleaning • Formulate a monitoring and report mechanism to ensure that the warehouse storage space planning meets the established objectives, and conduct regular reviews to provide improvement suggestions <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the warehouse storage space planning fulfils related legal requirements, and provides a safe working environment for staff
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Collect information required for warehouse storage space and layout planning, and plan and design warehouse storage space according to the organization's operating strategies and regulations related to inventory; and • Regularly review and analyze warehouse storage space planning and design and give improvement suggestions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Manage logistics equipment
Code	104986L5
Range	This unit of competency (UoC) is applicable to staff responsible for warehouse planning in the retail industry. It covers the abilities to plan, design and manage, and to select appropriate logistics equipment by factors like daily warehouse operation needs, commodity type, storage method, etc.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of warehouse equipment</p> <ul style="list-style-type: none"> • Master the organization’s established logistics procedures and processes • Understand the organization’s business operation strategies • Understand the principle and purpose of warehouse management • Understand the organization’s policies on selection and replacement of facilities • Master functions of various kinds of equipment and instruments for transporting warehouse materials, e.g.: <ul style="list-style-type: none"> • Stacker type forklift trucks • Forklift (manual or automatic) • Conveyor belt • Different types of storage racking equipment • Handcart, trolley • Pallets (plastic made, wooden, foldable roll containers, logistics containers) • Master the environment of warehouse operation and types of items stored • Understand occupational safety and health regulations, e.g.: <ul style="list-style-type: none"> • Safety regulations for storage • Weight limits of equipment • Safe operating procedures • Personal protective equipment, etc. • Qualifications requirements for operators and certificates required

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	<p>2. Manage logistics equipment</p> <ul style="list-style-type: none"> • Communicate and cooperate with business department, and master information of the daily warehouse operation, including: <ul style="list-style-type: none"> • Floor plan of warehouse • Means of transporting goods • Usage of handling equipment • Weather effects on equipment • After analyzing and assessing related data, select appropriate instruments and equipment in accordance with the organization's selection criteria <ul style="list-style-type: none"> • Technical requirements for equipment operation • Type of goods • Safe working environment • Mechanization or automation • Cost effectiveness • Specifications of equipment, reparability • Cater to future operation needs, etc. • Submit purchase selection reports to related departments for them to make purchases instruments and equipment in accordance with the organization's established purchasing procedures • Request for information such as operation and maintenance manuals from manufacturers of equipment and instruments and formulate operation and maintenance guidelines and procedures in accordance with the requirements of the organization and safety related legal requirements • Let the related operating staff understand the organization's established guidelines and code of practice for the operation and maintenance of equipment and instruments through effective communication channels • Monitor and inspect the daily operation of equipment and instruments and their stability, and provide suggestions for maintenance and replacement when necessary <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the selected equipment and instruments fulfil related safety legal requirements
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Analyze daily warehouse operation needs and select instruments and equipment that cater to the organization's business needs in accordance with the organization's selection criteria; and • Formulate safety operation guidelines and maintenance procedures for the operation of equipment and instruments, let the related operating staff have a clear understanding of the related code of practice and guidelines through effective communication channels, and monitor and inspect the daily operation of equipment and instruments.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Establish and maintain a supply chain
Code	104987L5
Range	This unit of competency (UoC) is applicable to staff responsible for designing, establishing and maintaining a supply chain in the retail industry. It requires critical analysis and evaluation. It covers the abilities to establish and maintain an overall smooth supply chain for the organization addressing to the floating demand for various types of goods of different departments/stores of the organization.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand knowledge related to a supply chain <ul style="list-style-type: none"> • Understand the importance of a well-designed supply chain to the operation and overall profit of retail business • Understand the principle of purchase and inventory • Understand the organization's rules and guidelines related to inventory record, e.g.: <ul style="list-style-type: none"> • Specifications of goods • Maintenance information • Service contract • Inventory level • Date of purchase • Expected life • Minimum collection quantity, etc. • Identify the routine of inventory and supply chain in order to increase business automation • Master the detailed background and information of suppliers that provide goods required by the organization 2. Establish and maintain a supply chain <ul style="list-style-type: none"> • Formulate guidelines for filing records for goods required by the organization • Formulate guidelines for updating maintenance (such as order level) and its supplementary documents for goods required by the organization • Implement supply chain management system to monitor the inventory amount of various types of goods in different stores and identify the need for re-purchase • Monitor inventory amount and record storage location to identify the need for re-purchase • Clearly master inventory and the quantity on delivery in order to forecast the demand for goods, confirm order amount and reduce inventory cycles • Smoothen the daily operation of a supply chain by system automation • Increase cost efficiency and inventory return by reducing excess inventory, warehouse charges and the cost of handling unnecessary orders • Formulate a delivery plan in order to optimize the material delivery of various operating departments and stores • Implement supply chain management system in order to manage the facilities and goods delivery at different locations • Look for and select appropriate suppliers and handle orders safely, quickly and properly

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the benefits of all stakeholders have been taken into account in formulating supply chain guidelines for the organization• Prevent the supply chain of the organization, in a professional manner, from turning into a platform for abuse of power or malpractice
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Identify the need for purchase by making use of effective inventory monitoring method; and• Formulate a delivery plan and deliver goods to various retail stores effectively.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Formulate inventory management strategies
Code	104988L5
Range	This unit of competency (UoC) is applicable to inventory management staff in the retail industry. It covers the abilities to critically analyze, re-organize, evaluate and consolidate all kinds of information; understand the overall inventory needs and procedures of the organization; and formulate effective inventory management strategies to ensure the accuracy of inventory.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of inventory management <ul style="list-style-type: none"> • Master inventory control management, such as: <ul style="list-style-type: none"> • Inventory plan • Safe inventory • Loss control • Obsolete inventory • Possess knowledge of inventory procedures • Know the importance of setting up proper inventory management system and measures to prevent fabrications of inventory records for misappropriation of corporate assets • Understand the legal and corporate regulations and requirements for inventory procedures 2. Formulate inventory management strategy <ul style="list-style-type: none"> • Formulate inventory management procedures for retail goods, including: <ul style="list-style-type: none"> • Inventory records • Receipt of goods • Goods delivery • Stock-taking • Dispose of goods • Retrieval of goods delivered • Returns and exchanges • Formulate suitable warehousing district strategy for goods • Formulate stocktaking procedures to categorize inventories (fast-moving, slow-moving, high value-added, etc.) • Formulate the responsibilities of inventory management staff to carry out appropriate division of labour, checks and balances • Formulate stocktaking and coordinate strategy differences • Carry out monitoring and audit control to ensure that the staff comply with established procedures • Formulate the functional authority of staff of different levels in approving different goods <ul style="list-style-type: none"> • Replenish items consumed • Acknowledge receipt of goods • Dispose of unusable, obsolete or surplus goods • Staff conduct guidelines • Guidelines on other policies e.g. declaration of conflict of interest and acceptance of advantage • Review and improve the inventory management system • Note and assess the risks when formulating inventory management strategies

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the inventory information is correct• Formulate management strategies to prevent any abuse of power or malpractice, such as abuse / misappropriation of the corporate assets and theft
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Formulate effective inventory strategies to ensure smooth supply of goods;• Establish effective inventory management monitoring measures to prevent misappropriation of the organizational assets by staff; and• Review and improve the inventory management system of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Plan a purchasing system
Code	104989L5
Range	This unit of competency (UoC) is applicable to product purchase/product-related departments of the retail industry. It requires critical analysis and evaluation. It covers the abilities to effectively implement and handle the purchase of goods related to the organization's business, by means of direct purchase, bidding, auction, telephone hotline, postal service and business promotion activities.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of purchase of goods <ul style="list-style-type: none"> • Understand the importance of purchase of goods to retail business operation and to the overall profit of the organization • Understand related guidelines and procedures of the organization, and regulate all activities of purchase of goods • Understand legislation related to purchase of goods established by the government • Master detailed background and information of product suppliers of the organization 2. Plan a purchasing system <ul style="list-style-type: none"> • Establish purchasing guidelines and procedures for the organization • Ensure that the responsible staff implement the established guidelines and procedures • Consolidate information of all suppliers, including their background, reputation, network, previous business dealings and track record • Use relevant information and user feedback obtained from the supplier to compile information to evaluate the supplier • Understand thoroughly through different channels the services provided by suppliers in order to look for an appropriate supplier • After evaluating information from different sources (e.g. proposals, impression from meeting, reputation, track records), make decision on supplier selection • Negotiate the terms with the supplier to strive for the best interests of the organization • Set key service standards for the supplier, sign the agreement and assess regularly • Monitor supplier's performance and see if the supplier complies with legal regulations so as to reduce the risk of the organization • Follow up and handle supplier's poor performance and regulatory violations that have been confirmed in providing service

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Strictly adhere to relevant guidelines and procedures of the organization when handling the purchase of goods• Ensure all goods purchasing activities comply with the requirements of commercial law• Prevent any abuse of power or malpractice, such as abuse/misappropriation of the organizational assets and theft, in a professional manner
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Implement related purchase of goods effectively according to the organization's guidelines on purchase of goods; and• Monitor and evaluate suppliers' performance and review the cooperative relationship with them.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Purchase goods
Code	104990L5
Range	This unit of competency (UoC) is applicable to the purchasing department of the retail industry. It covers the abilities to critically analyze, judge, evaluate and consolidate a wide range of information; implement purchase of existing or newly launched products; negotiate contract with suppliers in order to purchase quality guaranteed goods with the most favourable price and earn higher profits for the organization.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of goods purchase <ul style="list-style-type: none"> • Understand the organization’s purchasing policies and strategies • Understand the organization’s business goals • Understand the importance of the relationship with suppliers • Master the negotiation skills • Master the technique of quantitative analysis for retail, including: <ul style="list-style-type: none"> • Demand analysis • Supply analysis • Community analysis • Master the market trend and competitors’ business strategies • Understand the ethics and code of practice for purchasing • Understand legal requirements related to purchase of goods 2. Purchase goods <ul style="list-style-type: none"> • Determine the types of goods to be purchased by analyzing different factors, including: <ul style="list-style-type: none"> • Market trend • Sales statistics of the retail store • Inventory level • Competitor’s business activities • Product trend • Be familiarize with the functions, size, colour and materials of the goods • Source goods required through different channels, including: <ul style="list-style-type: none"> • Organization’s partner/supplier list • Global purchasing database • Goods exhibition • Internet • Supplier • Supplier’s promotional information • Recommendations from industry peers • Request product samples from suppliers for preview • Make a product evaluation list with verification points for checking • Coordinate with the purchasing department for purchasing goods needed by the organization • Coordinate the negotiation and contract formulation process

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Maintain good partnerships with suppliers• Comply with related legal requirements and job ethics when purchasing goods• Prevent any abuse of power or malpractice, such as abuse / misappropriation of the organizational assets and theft, in a professional manner
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Master the organization's need for goods purchase; and• Source goods required by the organization through different channels and negotiate contract matters with suppliers.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Develop logistics management business continuity plans
Code	104991L5
Range	This unit of competency (UoC) is applicable to the logistics management staff in retail shops. It requires creativity and judgement. It covers the abilities to lead the team to formulate the logistics management business continuity plan and ensure that the goods can be delivered to the retail points on time.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of business continuity <ul style="list-style-type: none"> • Master the business development of the organization • Understand the importance of logistics management business continuity plan • Master knowledge of risk management, such as: <ul style="list-style-type: none"> • Types of risk • Analysis of risk factors • Plans for controlling and solving risks • Master the corporate business continuity and operation recovery plan 2. Develop logistics management business continuity plan <ul style="list-style-type: none"> • Formulate a logistics management business continuity plan • Perform business impact analysis to: <ul style="list-style-type: none"> • Ensure that the retail points maintain operation • Ensure that the delivery of goods or services are not interrupted • Assess the potential loss • Evaluate the possible causes of delivery interruption, e.g.: <ul style="list-style-type: none"> • Warehouse floods, fires and other possible natural disasters • Communication interruptions • Epidemic disease • Road blockage • Evaluate the internal resources for business continuity, such as manpower, communication, means of transport, etc. • Confirm the external resources for the logistics management business continuity plan, e.g. supplier, government public services, etc. • Establish continuity/recovery plan procedures to ensure business continuity, including the job duties and responsibilities of respective staff members • Review the effectiveness of the logistics management business continuity plan, and make improvements when necessary 3. Exhibit professionalism <ul style="list-style-type: none"> • Protect the overall interests of the organization, clients and business partners
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Carry out an overall business analysis and develop a logistics management business continuity plan; • Identify different types of interruption and formulate appropriate solutions; and • Review and improve the business continuity plan.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Improve the supply and distribution chain
Code	104992L6
Range	This unit of competency (UoC) is applicable to the supervisory and management staff in the retail industry. It requires critical analysis and evaluation. It covers the abilities to establish an appropriate supply and distribution chain for the organization in the absence of complete or continuous data/information and continuously improve it according to the organization's business strategies in order to promote the development of the organization's retail business.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the supply and distribution chain</p> <ul style="list-style-type: none">• Fully master the organization's operation strategies and goal, market status and competitiveness• Understand the importance of a well-designed supply and distribution chain to the retail business operation and the overall profit of the organization• Master the business partner relationship between the organization and different suppliers• Master the good performance criteria for a supply and distribution chain• Master factors affecting supply of goods, e.g.<ul style="list-style-type: none">• Customers' demand for goods• Cost price (raw materials, manpower, freight charges, etc.)• Government policies• Seasonal or fashion effect, etc.

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	<p>2. Improve the supply and distribution chain</p> <ul style="list-style-type: none"> • Obtain and organize detailed information of suppliers and their goods and process the data by computer database software when necessary • Pay attention to and update information of suppliers and their goods, analyze the potential effect on the retail business of the organization • Understand whether or not the supplier’s source of goods (from raw materials to the supplier) will lead to sensitive problem such as the employment of illegal workers by manufacturers, etc. • Review, compare and analyze reports on sales, customer satisfaction level, and quality of goods, etc, in order to analyze their effects on the supply and distribution chain • Formulate precise standards for quality and quantity of goods supplied • Formulate policies and procedures for supply and distribution of goods, including: <ul style="list-style-type: none"> • From raw material to the supplier • From supplier to the organization • From warehouse to various stores/retail spots • From the organization to the ultimate customer, etc. • Critically conduct a comparative analysis of the supply and distribution chain in operation against the good performance criteria/performance of competitors and make amendments when the standard is not reached • Accurately forecast and analyze future market supply and demand for goods in order to forecast the amount to be purchased from various suppliers in advance • Regularly review and implement improvement plans with key suppliers and supply chain service providers • Regularly submit report to the management including: <ul style="list-style-type: none"> • Performance of the supply and distribution chain in operation • Suggestions for adding/strengthening/discontinuing suppliers • Make adjustments based on future demand and give Suggestions to improve the supply and distribution chain • Strive for additional resources/manpower required • Changes in operating cost and optimization method, etc. <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Protect the benefits of the organization when improving the supply and distribution chain • Prevent any abuse of power or malpractice, such as abuse / misappropriation of the organizational assets and theft when improving the supply and distribution chain
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Establish an appropriate supply and distribution chain according to the business strategies and goals of the organization; and • Continuously improve the supply and distribution chain to promote the long-term development of retail business of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Manage international purchasing
Code	104993L6
Range	This unit of competency (UoC) is applicable to supervisory and management staff responsible for purchase of goods in the retail industry. It requires critical analysis and evaluation. It covers the abilities to supervise and manage international purchasing activities by their broad international horizons and profound expertise in purchasing in order to promote the development of the retail business of the organization.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of international purchasing <ul style="list-style-type: none"> • Fully master professional knowledge of purchasing • Understand the organization's requirements of the quality and standard of different types of goods including foreign goods • Understand the latest information of international materials supply and sales markets • Understand the relationship between new information of the retail market and overall purchasing international purchasing plan • Understand local and international ordinances and regulations related to purchasing 2. Manage international purchasing <ul style="list-style-type: none"> • Formulate an overall international purchasing plan and performance indicators, including: <ul style="list-style-type: none"> • Formulate international purchasing procedures • Regularly review and improve international purchasing model • Formulate international purchasing specifications and terms • Monitor the smooth implementation of the overall international purchasing plan • Formulate selection guidelines according to the organization's purchasing strategies to select appropriate overseas suppliers • Instruct and monitor subordinates to collect and organize overseas supplier information such as quality of goods or their financial condition, etc. • Master overseas trade regulations such as export control or tariff, etc. • Formulate the organization's payment method for international purchasing, including: <ul style="list-style-type: none"> • Hedging • Letter of credit • Payment by cheques (offshore or onshore) • Exchange of goods/offset trade, etc. • Strive for discounts/benefits from sellers/suppliers trading on a long-term basis • Introduce green (environmental) purchasing concept and measures into international purchasing • Ensure that immediate remedial measures will be taken when problems occur in international purchasing, e.g. <ul style="list-style-type: none"> • Failure of overseas suppliers in providing goods agreed in time • Delay in transportation • Goods not corresponding to description (unable to pass quality inspection) • Fluctuation of foreign currency • Other problems e.g. strike, war, etc.

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Strictly adhere to the organization's established procedures of international purchasing activities and the purchasing authority• Protect the benefits of the organization in international purchasing management• Prevent any abuse of power or malpractice, such as abuse / misappropriation of the organizational assets and theft, in a professional manner
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Properly manage the international purchasing activities of the organization by their broad international horizons and profound knowledge in purchasing; and• Implement international purchasing plans and performance indicators to promote the development of the retail business of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Formulate purchasing strategy
Code	104994L6
Range	This unit of competency (UoC) is applicable to the purchasing department of the retail industry. It covers the abilities to critically analyze and judge; evaluate the purchasing resources and effectiveness of the organization in order to formulate a purchasing strategy to promote the retail business development and reduce excess inventory so as to achieve maximum investment return.
Level	6
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Knowledge of purchasing strategy</p> <ul style="list-style-type: none"> • Master the organization’s business strategies • Understand the importance of purchasing strategy • Master different parts of knowledge in purchasing, e.g.: <ul style="list-style-type: none"> • Optimizing supplier • Total Quality Management (TQM) • Risk management • Global purchasing • Environmental purchasing • Supplier development • Understand the concept of product category, including: <ul style="list-style-type: none"> • Consumer decision tree • Sales space and resources allocation • Role and strategy of product • Master the application of the five rights principle of purchasing, namely: <ul style="list-style-type: none"> • The right supplier • The right price • The right quantity • The right quality • The right time • Master the importance of payment method and capital flow to purchasing strategy • Master the purchase cycle procedure • Know about laws and legal requirements related to purchasing

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	<p>2. Formulate purchasing strategy</p> <ul style="list-style-type: none"> • Confirm purchasing strategy in order to support the organization’s overall business, e.g. economical purchasing, centralized purchasing, quality management, etc. • Analyze the sales and inventory record of retail products to ensure adequate supply without overstocking • Analyze the organization’s purchasing process to ensure its effectiveness, e.g. the effect on operation needs, the relationship with suppliers, criteria for purchasing, etc. • Conduct SWOT analysis and competitive analysis to strengthen the competitiveness of the retail products in the stores (e.g. promotions, pricing, location, etc.), so as to achieve better sales than the competitors • Look for an appropriate new purchasing method e.g. e-purchasing • Formulate a new purchasing strategy according to the organization’s business strategies, the “five rights” purchasing criteria and the legal requirements, and confirm the support of manpower, financial and other resources • Formulate key performance indicators (KPI) to measure the effectiveness of the purchasing process • Formulate proper purchasing system, review the purchasing strategy and measures to prevent abuse of power or malpractice <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the purchasing strategy is for the benefit of the organization • Adhere to related legal requirements and job ethics when formulating purchasing strategy
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate an effective purchasing strategy to meet the organization’s overall business need; • Formulate KPI for purchasing to measure the effectiveness of the purchasing process; and • Formulate a proper purchasing system, review purchasing strategy and measures to prevent malpractice for personal gain.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Formulate cross-border logistics solutions
Code	104995L6
Range	This unit of competency (UoC) is applicable to logistic management staff in the retail industry. It covers the abilities to evaluate, organize, consolidate, demonstrate creativity and make judgement in complex environment; and formulate logistics solutions for cross-border business coverage areas (e.g., pearl river delta or other countries) in order to provide a logistics service which is more cost-effective and favourable to the business development of the organization.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of regional/transnational logistics operation <ul style="list-style-type: none"> • Understand the operation strategies of the organization for different regions/countries • Understand the requirements of these regions/countries on logistics, transportation, warehousing, customs and bonded operations • Understand the principle of transportation network design in different regions/countries and the principle of integration in multimodal transport, cargo handling and warehousing • Understand the calculation of costs using different modes of logistic transport in different regions/countries, e.g. road, railway, river and aviation network • Master the information on the strengths, scope of service, service points, warehouse locations, etc. of different regional/third-party and fourth-party logistics service providers 2. Formulate regional/transnational logistics solutions <ul style="list-style-type: none"> • Critically analyze, re-organize and evaluate information on operation and supplies as well as sales data in order to formulate regional/transnational logistics solutions favourable to the business development of the organization • Bring about synergy through coordination and integration of the resources in the organization network and of cooperation from partners, and design cost-effective transport modes, delivery network/routings, multimodal arrangements, means of transport, etc. • Compile reports to illustrate the design concept, principle and mode of operation of the logistics solutions • Plan the procedures for handling and transferring goods, documents and information • Establish key performance indicators(KPI) to make the logistics solutions measurable, and review the implementation of the solutions 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure the regional/transnational logistics solutions formulated comply with the legal requirements on logistic transport, warehousing, customs and bonded operations
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate cost-effective and feasible regional/transnational logistics solutions according to the operation policy and business development of the organization to improve business performance; • Ensure the implementation of regional/transnational logistics solutions formulated complies with the KPI; and • Compile reports to illustrate to the management the content and operation of the logistics solutions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Handle logistics crises
Code	104996L6
Range	This unit of competency (UoC) is applicable in logistic management departments of the retail industry. It requires critical analysis, evaluation and judgment in complicated situations. It covers the abilities to handle logistics crises effectively in order to protect the benefit of the organization with respect to its long-term development and business management.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of logistics crisis <ul style="list-style-type: none"> • Understand the characteristics of freight and logistic activities related to the retail industry • Understand the type and nature of a crisis to see whether it is an unexpected, imminent, intimidated, open, long term or short term crisis • Understand the effect of a logistics crisis on the operation of the retail industry • Understand the effect of an ongoing logistics crisis on the image and profits of the organization • Understand the basic principles of handling logistics crisis • Understand the social responsibilities of the organization and its objectives and values when handling crisis 2. Handle logistics crises <ul style="list-style-type: none"> • Establish awareness and culture of logistics crisis management with respect to the management policies and objectives of the organization • Establish systematic communication mechanism for staff of different positions to understand how the company handles logistics crises • Establish a crisis management team and identify responsibilities of each member when a crisis comes • Investigate and assess potential logistics crises • Establish contingency plans for projects that are risky or may have serious consequences in order to minimize the impact on the enterprise • Evaluate the chance for a crisis to occur and its influence • Once there is a logistics crisis, start the established crisis management plan and deploy relevant staff members as quickly as possible • Review and submit reports after the logistics crisis to suggest improvements 3. Exhibit professionalism <ul style="list-style-type: none"> • Handle logistics crises carefully and follow relevant logistics regulations • Protect the overall interests of the organization, the clients and the business partners
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Handle logistic or freight crises properly; and • Review and submit reports after the logistics crisis to suggest improvements
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Formulate risk management plans
Code	104997L6
Range	This unit of competency (UoC) is applicable in logistic / warehousing department in the retail industry. It covers the abilities to analyze and judge critically; to apply the risk management knowledge and techniques and, based on the thorough understanding of the transport procedure, to formulate risk management plans for different working procedures.
Level	6
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of risk management</p> <ul style="list-style-type: none"> • Master the definitions of risk management, including: <ul style="list-style-type: none"> • Importance of risk management • Risk management theory: <ul style="list-style-type: none"> • Avoid risks • Prevent loss • Minimize loss • Transfer risks • Retain risks • Master contemporary risk management modes, including: <ul style="list-style-type: none"> • Current development of risk management • Ways of handling crisis • Post-crisis risk management strategies • Master the assessment of risks, including: <ul style="list-style-type: none"> • Importance of the degree of loss • Risk measurement • Master the ways of controlling risks, including: <ul style="list-style-type: none"> • Importance of risk control • Pre-assessment of risks • Pre-incident risk control and post-incident financial compensation; Master the business strategy of the organization <p>2. Formulate risk management plans</p> <ul style="list-style-type: none"> • Master various working procedures and characteristics of logistics operations, and apply risk management knowledge and techniques to formulate risk management plans, including setting up risk management committee, formulating risk monitoring plans, analyzing risk management tools and reviewing the mechanism • Analyze the cost of accident and benefits of safe operation • Consider the advantages and disadvantages of different risk control plans • Discuss with other departments on daily operational needs so as to • Formulate suitable and effective risk management plans • Discuss with insurance intermediaries on daily operational needs so as to formulate suitable and effective risk transfer plans

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Consider thoroughly factors like occupational safety, health and environmental protection when formulating risk management plans; ensure that the purchasing strategy supports the overall business of the organization by implementing economical procurement, centralization, quality management, etc.
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Apply the knowledge of risk management to analyze rationally the logistics operations of the retail industry, and to assess the influence of risks on operation of the company; and• Formulate effective risk management plans.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Title	Manage third party logistics services
Code	104998L6
Range	This unit of competency (UoC) is applicable to policy makers in the retail industry. It requires critical analysis, evaluation and management. It covers the abilities to identify the work flow of the outsourced logistics services and monitor the performance of contractors/service providers in order to improve the organization's business efficiency.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of third party logistics services management <ul style="list-style-type: none"> • Master the business strategy and management policies of the organization • Master the supply chain structure and function of the organization • Understand the advantages, disadvantages, risks, etc. of employing third party logistics services, such as: <ul style="list-style-type: none"> • Making full use of the resources and business flexibility • Minimizing costs • Leaking company information • Master various skills of market analysis and research, e.g.: <ul style="list-style-type: none"> • SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis • Service Quality Model (SERVQUAL) • Master the skills in monitoring contractors management 2. Manage third party logistics services <ul style="list-style-type: none"> • Identify services in the supply chain work flow that can be outsourced so as to use the organization's resources more effectively <ul style="list-style-type: none"> • Advantages, disadvantages and risks of outsourcing services • Ordinances related to the regulation of outsourced services • Set criteria and procedures for employing third party logistics services <ul style="list-style-type: none"> • Procedures and standards for screening service providers • Negotiate and enter into a contract • Tendering procedures • Scope of service • Service performance requirements and standards • Monitoring procedures • Reporting procedures • Select and appoint service provider <ul style="list-style-type: none"> • Implement tendering procedures according to the organization's guidelines • Appraise service providers according to established standards • Select an appropriate outsourced logistics service provider • Sign a contract with the outsourced logistics service provider • Establish a sound communication mechanism to maintain close communication with the outsourced logistics service providers to ensure a smooth operation of the outsourced services • Monitor and regularly appraise the performance of the outsourced logistics service providers according to the service standards stated in the contract

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Merchandising and Supply Chain Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Prevent any abuse of power or malpractice when managing third party logistics services
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Identify services in the supply chain work flow that can be outsourced;• Formulate contractor screening criteria and procedures to identify outsourced service providers that meet the requirements of the organization, and enter into a contract with terms in both sides' interests; and• Monitor and appraise the performance of the outsourced service providers regularly to ensure they provide quality services according to the contract terms.
Remark	

Units of Competencies for Human Resource Management & Development

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Apply related occupational safety and health regulations
Code	104999L1
Range	This unit of competency (UoC) is applicable to staff in the retail industry. It covers the abilities to apply related occupational safety and health regulations in retail routines to complete tasks assigned by the supervisor.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of related occupational safety and health regulations <ul style="list-style-type: none"> • Understand the importance of occupational safety and health • Understand the basic safety regulations and requirements for retail workplaces in Hong Kong, including: <ul style="list-style-type: none"> • Safe use of electricity • Necessary fire service equipment and safety measures • Knowledge of office safety • Dangerous Goods Ordinance • Understand related occupational safety and health aspects, e.g.: <ul style="list-style-type: none"> • Manual work • Lifting heavy items • Prolonged standing • Repetitive motion • Contact of dangerous/ irritating materials 2. Apply related occupational safety and health regulations <ul style="list-style-type: none"> • Possess the concept of occupational safety and health in daily operations to comply with the organizational policy on work safety • Understand the legal requirements of occupational safety and health for the department and job position to follow in familiar working environment, and ask the higher level for instructions when in doubt • Follow occupational safety and health regulations and guidelines to perform tasks safely for the safety of oneself and others 3. Exhibit professionalism <ul style="list-style-type: none"> • Strictly follow the occupational safety and health regulations and related code of practice in work to avoid accidents
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Follow the occupational safety and health regulations and related code of practice in retail routines to prevent accidents, and to ensure the safety of oneself and others.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Comply with anti-bribery law and adopt a high standard of integrity in performing retail functions
Code	106886L1
Range	This unit of competency (UoC) is applicable to all levels of staff working in any functional areas of the retail industry. It involves an understanding of the importance of compliance with the law, key provisions of the anti-bribery law in Hong Kong as well as ethical and integrity requirements; an awareness of the related challenges that may arise in the work environment in the industry, and knowledge of how to deal with them; and development of a high standard of integrity, and an ethical as well as law-compliant culture.
Level	1
Credit	1
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of the anti-bribery law in Hong Kong, ethical and integrity requirements, and the related challenges <ul style="list-style-type: none"> • Understand the importance of compliance with the law and business ethics to the proper functioning and well-being of individuals, businesses, and society • Understand the key provisions of the Prevention of Bribery Ordinance • Understand the values, requirements and expectations of business ethics, including fairness, justice, impartiality, integrity, fiduciary duty, confidentiality, etc. • Understand the importance of complying with the company's code of conduct and house rules 2. Comply with legal and integrity requirements when performing duty <ul style="list-style-type: none"> • Develop a law-compliant and ethical culture, and a high standard of personal integrity • Ensure that one's performance of duty and personal behaviour complies with the Prevention of Bribery Ordinance and related laws • Ensure that one's performance of duty and personal behaviour complies with business ethics principles, integrity requirements, and the company's code of conduct and house rules 3. Exhibit professionalism <ul style="list-style-type: none"> • Possess and exhibit a high standard of personal integrity as well as law-compliant and ethical culture in performing one's duties; and • Be aware of the corruption/integrity challenges that may arise in the work environment of the retail industry, and be able to deal with them properly
Assessment Criteria	<p>The integrated outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • having developed a law-abiding awareness, gained a practical understanding of the anti-bribery law and common corruption challenges at work, and being capable to deal with them properly; and • having gained a good understanding of the expected standard of integrity and common ethical challenges at work, and being capable to deal with them properly.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Record and verify staff attendance information
Code	105000L2
Range	This unit of competency (UoC) is applicable to human resources management staff in the retail industry. It covers the abilities to correctly record, verify and handle staff attendance information according to the Minimum Wage Ordinance.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of staff attendance record</p> <ul style="list-style-type: none"> • Understand the organization’s policy and procedures for staff attendance arrangement • Understand ordinances relevant to the handling and keeping of staff records; including: <ul style="list-style-type: none"> • Employment Ordinance • Mandatory Provident Fund Schemes Ordinance • Minimum Wage Ordinance • Personal Data (Privacy) Ordinance • Understand what staff information and attendance record to keep, such as: <ul style="list-style-type: none"> • Personal information • Training records • Records of sick leave and medical claims • Body check records • Hours / Days of work • Shifts and overtime records • Written records of disciplinary procedures (e.g. lateness, early leave, absenteeism, etc.) • Staff appraisal report • Understand the importance of keeping staff information, including the attendance record, properly • Understand the liabilities for improper keeping and handling of staff information <p>2. Record and verify staff attendance</p> <ul style="list-style-type: none"> • Handle staff attendance records during personnel management routines according to corporate and legal requirements, including: <ul style="list-style-type: none"> • Shifts attended within the recording period (morning, afternoon or night shift) • Number of hours or days attended within the recording period • Accrued salary payment within the recording period • Overtime or insufficient working hours • Workplace/shop, etc. • Verify content of the staff attendance record, including whether or not: <ul style="list-style-type: none"> • It is signed and confirmed by the employee • It is verified and endorse by management • Its attendance data and salary calculation are correct • When a problem is found in the staff attendance record, follow it up according to established procedures, including: <ul style="list-style-type: none"> • Clarifying with the employee / management concerned • Re-calculating and correcting the record • Reporting to the higher level • Maintain all the staff attendance records properly for future reference

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the staff attendance records and related information comply with the Minimum Wage Ordinance
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Correctly record, verify and handle staff attendance information according to corporate and legal requirements; and• Maintain all staff attendance records properly for future reference.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Handle staff records
Code	105001L2
Range	This unit of competency (UoC) is applicable to personnel management staff in the retail industry. It covers the abilities to handle staff records correctly in familiar and regular working environment according to established procedures of the organization and relevant legal requirements in order to protect the benefit of both the employers and employees.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of handling staff records <ul style="list-style-type: none"> • Understand ordinances relevant to the handling and keeping of staff records <ul style="list-style-type: none"> • Employment Ordinance • Mandatory Provident Fund Schemes Ordinance • Inland Revenue Ordinance • Personal Data (Privacy) Ordinance • Understand types of employment records that should be kept, such as: <ul style="list-style-type: none"> • Personal information • Employment record • Training record • Records of body check, sick leave and medical claims • Written record of disciplinary procedures • Staff appraisal report • Understand the importance of keeping employment records properly • Understand the liabilities for improper keeping and handling of staff records 2. Handle staff records <ul style="list-style-type: none"> • Handle and keep the records of existing and ex-staff correctly during personnel management routines according to relevant legal requirements, such as: <ul style="list-style-type: none"> • Records to be provided/kept as required by Employment Ordinance <ul style="list-style-type: none"> • Personal information • Employment records • statutory period of keeping the records • Records to be provided/kept as required by Mandatory Provident Fund Schemes Ordinance <ul style="list-style-type: none"> • Staff records • Monthly contribution statement • Records to be provided/kept as required by Inland Revenue Ordinance <ul style="list-style-type: none"> • Personal information • Employment record • Position employed • Amount of salary paid by cash • MPF contributions by the employee and the employer • Records to be provided/kept as required by Personal Data (Privacy) Ordinance <ul style="list-style-type: none"> • Principles of data protection • Use, disclosure and transfer of data • Security and deletion of data • Declaration for collecting personal information

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Follow the Code of Practice on Human Resource Management in Personal Data (Privacy) Ordinance
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Understand ordinances relevant to the handling of staff records; and• Handle staff records correctly during personnel management routines to protect the benefit of both the employers and employees.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Apply general labour regulations
Code	105002L2
Range	This unit of competency (UoC) is applicable to staff in the retail industry. It covers the abilities to have basic understanding and interpretation on information, and to understand and observe the general requirements of labour regulations in daily operations in order to protect the mutual benefits of the employer and employees and avoid disputes.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of general labour regulations</p> <ul style="list-style-type: none"> • Understand the functions and operation of the Labour Department and relevant statutory bodies, such as: <ul style="list-style-type: none"> • Organization background • The meaning and importance of labour regulations of Hong Kong to employees and employers • Employment Ordinance • Mandatory Provident Fund Schemes Ordinance, e.g., MPF Employee Choice Arrangement • Personal Data (Privacy) Ordinance • Minimum Wage Ordinance • Sex Discrimination Ordinance • Disability Discrimination Ordinance • Family Status Discrimination Ordinance • Prevention of Bribery Ordinance • Occupational Safety and Health Ordinance • Understand the legal definition of different aspects, including: <ul style="list-style-type: none"> • Continuous contract, wages • Paid leave, sick leave, maternity leave, sick leave due to work injuries • Computation and eligibility of severance payment, long service payment • Termination of the contract of employment, etc. • Understand the meaning and importance of signing written employment contract <p>2. Apply general labour regulations</p> <ul style="list-style-type: none"> • Strictly follow the relevant legal requirements in recruitment exercises and daily operations and when terminating employment contracts, including: <ul style="list-style-type: none"> • Employee's benefits in the Sex Discrimination Ordinance, Disability Discrimination Ordinance, Family Status Discrimination Ordinance and Employees' Compensation Ordinance • Restrictions of Personal Data (Privacy) Ordinance on handling personal data of job applicants and employees • Follow the provisions and conditions of employment according to the requirements of the Employment Ordinance, such as: <ul style="list-style-type: none"> • Wage period • Working hours • Rest day, statutory holiday, annual leave arrangement • Sickness allowance • Probation period and period of notice of termination of employment contract • Comply with the provisions of the Mandatory Provident Fund Schemes Ordinance to contribute to the fund according to the time and rate

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Apply general labour regulations in relevant staff management routines
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Understand the labour regulations of Hong Kong and relevant requirements, and comply with relevant ordinances in staff management routines so as to protect the mutual benefits of the employer and employees and avoid disputes.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Recruit and select personnel
Code	105003L3
Range	This unit of competency (UoC) is applicable to personnel management staff in the retail industry. It covers the abilities to analyze, judge and assess the competency requirements to select and recruit competent personnel for different posts in order to support the retail business of the organization.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of staff recruitment and selection <ul style="list-style-type: none"> • Understand the duties and scope of work of different posts in the organization • Understand the human resources arrangement of the organization, including current and estimated manpower that may require • Master the established recruitment procedures and selection criteria of the organization • Understand the government legislations related to recruitment of staff, e.g.: <ul style="list-style-type: none"> • Equal Opportunities Ordinance • Race Discrimination Ordinance • Personal Data (Privacy) Ordinance • Whether or not the candidate can legally work in Hong Kong • Master the skills to recruit and select personnel, e.g.: <ul style="list-style-type: none"> • Skills to conduct the interview • Ability to revise the form and content of the recruitment test immediately 2. Recruit and select personnel <ul style="list-style-type: none"> • Select competent personnel to fill in different job vacancies in accordance with the established recruitment procedures of the organization, including: <ul style="list-style-type: none"> • Listing the duties and entry qualifications for each job vacancy • Delivering the message of job vacancies through different media • Following the regulations of the organization and legislative Requirement during recruitment • Appraising and selecting personnel according to the established standard of the organization • Use other appropriate appraisal methods other than interview for selection of staff, including: <ul style="list-style-type: none"> • Observing the actual performance of the candidate in the retail workplace • Observing the performance of the candidate through role play • Through the performance appraisal report prepared by the supervisor or third party • Keep the documents and information about the recruitment and selection of personnel properly

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Follow the relevant legislation during recruitment and selection of personnel to avoid breaking the law
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Select competent personnel for different posts in accordance with the established standard for the selection and recruitment procedures of the organization; and• Keep the documents and information about the recruitment and selection of personnel properly
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Handle staff complaints
Code	105004L3
Range	This unit of competency (UoC) is applicable to human resources management staff in the retail industry. It requires analysis and judgement, and covers the abilities to handle staff complaints properly so as to avoid causing any negative effect to the retail business of the organization.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of handling staff complaints</p> <ul style="list-style-type: none"> • Understand the job nature and responsibilities of employees of different posts in the organization • Understand the code of practice that the employees must follow in their daily work, including: <ul style="list-style-type: none"> • The fundamental ‘customer-oriented’ principle • Know about the consumer protection ordinances and organizations • Understand the importance of handling staff complaints properly • Understand the code and procedures of handling staff complaints • Understand complaint methods and channels commonly used by employees and their effects, such as: <ul style="list-style-type: none"> • Written complaints, anonymous complaints, verbal complaints, etc. • Social media, mass media, etc. • Master the skills of handling staff relationship, such as: <ul style="list-style-type: none"> • Good communication skills • Understanding of employee psychology • Empathy <p>2. Handle staff complaints</p> <ul style="list-style-type: none"> • Handle staff complaints properly according to the organization’s guidelines on handling staff complaints <ul style="list-style-type: none"> • Listen patiently to the complaints and actively encourage the employees to express their opinions • Have good communication with the employees and clearly understand the reasons, details and demands of their complaints • Respond positively to employees’ complaints or opinions and handle their complaints impartially • Find out the causes of complaints and suggest improvements, e.g. complaints arising from the interaction between: <ul style="list-style-type: none"> • Employees and customers • Employees • Employees and the management • Document and file the records of complaints for follow-up and future reference • Report to the management the staff complaints received and the follow-up situation, and suggest improvements for the complaints

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Handle staff complaints fairly and impartially• Adhere to the professional code of conduct and treat complainant's information in strict confidence
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Handle staff complaints properly according to the organization's code of practice and guidelines; and• Respond to staff demands positively to avoid similar complaints being made again.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Arrange product training
Code	105005L3
Range	This unit of competency (UoC) is applicable to staff responsible for product training in the retail industry. It covers the abilities to organize and make judgement, and to arrange suitable product training for employees according to product characteristics and the organization's needs, so that the employees can have a good understanding of the products sold by the organization.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of product training <ul style="list-style-type: none"> • Know about the staff training programme of the organization • Master the features and functions of the products • Understand the purposes and the importance of product training, such as: <ul style="list-style-type: none"> • Enhancing product knowledge of frontline staff • Possessing in-depth knowledge of the product features • Mastering the latest product information of the organization • Facilitating transactions • Understand the modes of product training 2. Arrange product training <ul style="list-style-type: none"> • Formulate product training programmes and schedules according to the working arrangements of frontline sales staff or staff responsible for the product and the duties of individual staff members • Prepare product training materials with suitable scope and depth for target staff members • Coordinate with the supplier / wholesaler of the product to obtain detailed product information • Arrange suitable training method, venue and trainers for target staff members, such as: <ul style="list-style-type: none"> • Designing the best training combination, e.g. classroom teaching, workshop, etc. • Replacing or strengthening the traditional training methods by computer systems and related software • Setting the assessment method and passing standard • Recording each trainee's progress and performance, and making retraining / retest arrangements for them when necessary • Monitor the implementation of the product training programme and review the training effectiveness • Assess the additional cost of product training 3. Exhibit professionalism <ul style="list-style-type: none"> • Make good use of the training resources and ensure that the product training content meets the actual needs
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Arrange suitable product training for employees according to product characteristics and corporate needs, so that they can master the product knowledge and introduce the product to and answer the enquiries of the customers.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Provide in-service training
Code	105006L3
Range	This unit of competency (UoC) is applicable to staff training personnel in the retail industry. It covers the abilities to obtain, organize and assess relevant information independently; understand the expertise that the staff should possess for performing daily routines; arrange selected staff to receive individualized in-service training at their workplace according to the staff training policy of the organization, so as to improve their professional performance.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of in-service training</p> <ul style="list-style-type: none">• Understand the established staff training policy and guidelines of the organization• Understand the purpose of providing staff training, e.g. to enhance productivity• Know the strengths and limits of in-service training, e.g.:<ul style="list-style-type: none">• Strengthen the partnership between the training instructors and the staff being trained• Save time and gear to the actual needs• Suitable for teaching basic skills• Understand the method, purposes and functions of different types of in-service training, e.g.:<ul style="list-style-type: none">• Personal coaching• Internal training• Promotion or transfer• Understand the essentials of successful in-service training

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	<p>2. Provide in-service training</p> <ul style="list-style-type: none"> • Identify the staff need for in-service training according to appraisal reports or through consultation with the relevant staff • Make preparations for the in-service training <ul style="list-style-type: none"> • Confirm the specific content of the in-service training programme, e.g. skills, techniques, knowledge, etc. • Select the appropriate mode of in-service training, e.g. technical demonstration, role play, etc. • Identify training methods that gear to the individual needs • Arrange competent and professional personnel to be training instructors • Provide in-service training, including: <ul style="list-style-type: none"> • Explaining clearly to the staff being trained the connection between in-service training and real practice • Explaining clearly to the staff being trained the procedures, standard, and the safety and regulatory requirements of training • Demonstrating clearly the methods and steps of operating equipment and machines • Observing the staff response in order to know their level of understanding on the training content • Giving the staff being trained the opportunities to practise • Giving advice to the staff being trained • Review the overall performance and effectiveness of staff training in order to identify areas for improvement and revise the training content accordingly • Record the performance progress of the staff being trained according to the established procedures of the organization, and submit the report to appropriate personnel (e.g. human resources department, person in charge, etc.) <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the content of and techniques being taught in the training programmes meet the development trend of the industry
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Identify the staff need for in-service training and the professional skills they need, and use appropriate in-service training method to teach the skills; and • Monitor and assess the training result, and identify areas for improvement.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Arrange soft skills training
Code	105007L3
Range	This unit of competency (UoC) is applicable to staff training personnel in the retail industry. It covers the abilities to obtain, organize and evaluate relevant information; review corporate training programmes on a regular basis; and arrange soft skills training for employees who have such need.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of staff training</p> <ul style="list-style-type: none"> • Understand the corporate policy on staff training • Know the use and importance of staff training programme to the improvement of productivity and job ethics of staff • Understand the theory and applications of various soft skills for the retail industry, including: <ul style="list-style-type: none"> • Customer relationship handling skills • Sales skills • Negotiation skills • Interpersonal skills • Understand the characteristics, use and application scope of various modes of staff training, including: <ul style="list-style-type: none"> • In-service and internal training • Simulation and role play • Courses provided by training institutions <p>2. Arrange soft skills training</p> <ul style="list-style-type: none"> • Identify the training needs of staff members through the following channels: <ul style="list-style-type: none"> • Consultation to individual staff members • Staff training records • Supervisor's comments • Human resources policy of the organization • Design and arrange soft skills training courses, including: <ul style="list-style-type: none"> • Type and level of training required • Training period and schedule • Identifying suitable courses (in-house or outsourced) • Training budget • Notifying the staff member concerned of the training in writing • Encouraging staff members to participate in the training • Perform post-training tasks, including : <ul style="list-style-type: none"> • Reviewing the staff attendance rate, training performance and effectiveness of the training programme • Update the staff training record • Discuss with the staff members to see if the training received is helpful to their daily work and career development

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the quality of training programme gears to the expectation and needs of the organization and staff members
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Identify staff members' training needs, design and arrange suitable soft skills training programmes, so that they can perform their daily duties more effectively; and• Work with training institutions to provide soft skills training programmes that meet the standard of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Implement human resources policies
Code	105008L3
Range	This unit of competency (UoC) is applicable to human resources management staff in the retail industry. It covers the abilities to analyze and judge independently in order to handle recruitment, selection and staff complaints fairly and objectively according to the human resources policies of the organization, so as to create good working environment and improve work efficiency of the staff.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of human resources</p> <ul style="list-style-type: none">• Understand the human resources policies, procedures and mechanism of the organization, including:<ul style="list-style-type: none">• Staff recruitment and selection• Staff deployment and attendance• Staff discipline and regulations• Staff complaints• Retention of staff• Understand the skills and basic concept of personnel management• Understand the common sources and causes of resistance to the newly amended or new human resources policies• Understand the Labour Ordinance and related legal requirements of Hong Kong• Know about the penalties for violating the Employment Ordinance and regulations• Understand the abilities and skills for implementing human resources policies, e.g.:<ul style="list-style-type: none">• Expression and speaking skills• Interpersonal skills• Mediation skills

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	<p>2. Implement human resources policies</p> <ul style="list-style-type: none"> • Formulate effective ways of implementing human resources policies, e.g.: <ul style="list-style-type: none"> • Formulate implementation procedures, and compile manuals or hand-outs for the new policies • Use effective channels to convey and explain the human resources system of the organization to the staff, e.g.: <ul style="list-style-type: none"> • Training or induction programme • Briefing • Individual interview • Bulletin board • The Intranet • Set up and adopt appropriate channels to collect staff opinions in order to understand their level of acceptance or response of the policies, e.g. <ul style="list-style-type: none"> • E-mail • Suggestion box • Online survey • Conduct interviews as soon as possible with employees who have tendered resignation in order to understand their reasons to resign and take follow-up actions, e.g. to retain them • Have the employees signed to confirm that they understood and received documents related to the human resources policies • Make use of good communication and interpersonal skills to perform day-to-day personnel management tasks fairly according to the human resources management policies of the organization and related legal requirements, e.g.: <ul style="list-style-type: none"> • Implement recruitment procedures • Arrange staff training • Implement disciplinary procedures • Handle staff complaints • Deploy staff • Conduct performance appraisals • Organize and arrange staff activities to enhance staff commitment to work and their sense of belonging to the organization • Monitor and assess what possible resistance and reactions may be encountered in the implementation of the amended or new human resources policies, and propose appropriate amendment to the higher level when necessary • Monitor and review the effectiveness of the implementation procedures regularly, and make amendments in accordance with the organization's needs and legislation update <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Implement human resources policies fairly and objectively
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Follow the established human resources policies of the organization and related legal requirements and make use of various personnel management skills to perform personnel management tasks effectively in order to maintain good staff relations; and • Monitor and review the applicability and legality of the human resources policies of the organization, and propose improvements in accordance with the organization needs and legal requirements.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Promote equality policy
Code	105009L3
Range	This unit of competency (UoC) is applicable to personnel management staff in the retail industry. It covers the abilities to perform non-routine tasks, promote the established equality policy of the organization when performing personnel management tasks and in workplace and ensure that the policy complies with relevant legal requirements.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of equality policy <ul style="list-style-type: none"> • Understand the equal opportunities and anti-discrimination policy of the organization • Understand the basic coverage of the equality policy, e.g. sex, disability, race and equal opportunities • Understand the purpose and benefit of implementing equality policy • Master the government and regulatory bodies' legal requirements on equal opportunities, e.g.: <ul style="list-style-type: none"> • Race Discrimination Ordinance • Sex Discrimination Ordinance • Disability Discrimination Ordinance • Family Status Discrimination Ordinance • Understand retail trade unions' requirements on equal opportunities 2. Promote and implement equality policy <ul style="list-style-type: none"> • Regularly arrange employees of different positions to participate in trainings, workshops and activities related to equality policy to promote their awareness of and a positive attitude towards the equality policy • Correctly convey and promote the equality policy of the organization to employees at different levels through communication channels • Promote the equality policy effectively when performing human resources management tasks and in workplace • Carry out equality impact assessments (EIA) on workplace procedures or guidelines to identify equal opportunities items and measures that need to be improved or strengthened, such as: <ul style="list-style-type: none"> • Advertisement content • Selection criteria • Staff remuneration and benefits • Staff retaining policy and promotion criteria • Job opportunities for persons with disability • Review the performance and effectiveness of the equality policy of the organization regularly and recommend improvements to the higher level or relevant departments, ensuring that the policy complies with the legal requirements

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure in a professional manner that employees with different backgrounds are equally treated without any discrimination• Ensure that the equality policy implemented complies with the legal requirements
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Promote equality policy effectively when performing human resources management tasks and in workplace; and• Review the effectiveness of the equality policy of the organization to identify areas for improvement or deficiencies, recommend improvements to the higher level/relevant departments.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Handle salary payment
Code	105010L3
Range	This unit of competency (UoC) is applicable to staff handling salary payment in the retail industry. It covers the abilities to pay salaries accurately and punctually to all the staff of the organization according to the established procedures of the organization and under supervision.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand salary payment procedures <ul style="list-style-type: none"> • Understand all the established salary payment and handling procedures of the organization, such as: <ul style="list-style-type: none"> • Day/time for salary payment every month/period • Salary payment method (cash/cheque/bank transfer) • Understand the requirements of the Labour Ordinance, such as: <ul style="list-style-type: none"> • Provident fund calculations and contributions (if applicable) • MPF calculations and contributions (if applicable) • Minimum Wage Ordinance • Statutory holidays • Understand the details of other staff benefits, including: <ul style="list-style-type: none"> • Life insurance • Medical benefits • Disability insurance • Understand the operation of the financial management unit of the bank handling the payroll of the organization • Understand the staff compensation policy of the organization 2. Handle salary payment <ul style="list-style-type: none"> • Pay the salaries accurately and punctually every month/period according to the contract requirements <ul style="list-style-type: none"> • Calculate salaries/bonus of the staff and put down in writing or save in computer • Print and issue relevant notice • Liaise with the financial management unit of the related bank • Handle the provident fund/MPF contributions required by law accurately and punctually every month/period, including: <ul style="list-style-type: none"> • Calculating provident fund/MPF of the staff and put down in writing or save in computer • Printing and issuing relevant notice • Liaising with relevant units (e.g. MPFA) • Answer staff enquiries on salaries and related benefits <ul style="list-style-type: none"> • Use effective methods of communication to inform the staff about the changes of remuneration and benefits policy

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that salaries are paid to all staff accurately and punctually• Handle personal information of the staff properly and comply with the requirements of the Personal Data (Privacy) Ordinance• Comply with all relevant requirements of the Labour Ordinance
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Pay the salaries and provident fund/MPF contributions to staff accurately and punctually according to the established payroll procedures of the organization; and• Answer staff enquiries on salaries and related benefits politely.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Implement staff appraisal policy
Code	105011L3
Range	This unit of competency (UoC) is applicable to personnel management staff in the retail industry. It requires analysis and judgement, and covers the abilities to implement the established staff appraisal policy and standards of the organization objectively in order to achieve effective human resources management.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of staff appraisal</p> <ul style="list-style-type: none"> • Understand the established policy, standards and mechanism of staff appraisal of the organization • Understand the functional areas and acceptable level of performance for staff of different posts of the departments • Master the details of the performance appraisal system and standards of the organization, including: <ul style="list-style-type: none"> • Form, method and procedure of appraisal • Requirements on the appraiser • Appraisal time • Rating standards and definition • Appeal mechanism for the appraisee • Criteria for writing appraisal reports • Understand the purpose and importance of performance appraisal, including: <ul style="list-style-type: none"> • Benefit of the organization / department • Benefit of the staff member • Understand different types of performance appraisal • Understand the content of general performance appraisals, including: <ul style="list-style-type: none"> • Knowledge and professional ability • Work efficiency • Work performance • Degree of diligence • Work attitude and initiative • Team relationship • Personal conduct • Understand the reward and penalty mechanism of the organization • Understand the ordinances and regulations of the government and regulatory bodies for handling staff appraisal

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	<p>2. Implement staff appraisal policy</p> <ul style="list-style-type: none"> • Select a suitable appraisal method according to the performance appraisal standards and procedures of the organization • Communicate with the staff according to the work objectives, plans and standards of each department and build a consensus on performance requirements and appraisal standards • Observe the performance of the staff continuously in daily operation • Conduct a fair and objective appraisal and write the appraisal report for the staff • Inform the staff concerned about the appraisal result through proper communication channel and make recommendations on improvement • Establish appeal mechanism for staff to make their appeals • Recommend suitable follow-up actions according to the appraisal result, such as: <ul style="list-style-type: none"> • Giving reward or penalty • Counselling • Training • File the appraisal report properly according to procedures <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the principle of justice and fairness and relevant legal requirements are observed when implementing staff appraisal policy
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Implement the established staff appraisal policy and standards of the organization objectively; and • Take suitable follow-up measures, e.g. giving reward or penalty, training, etc.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Implement "Clean" Business Practices, Good Controls and Integrity Management
Code	105752L3
Range	This unit of competency is applicable to managerial staff and staff entrusted with supervisory role involved in the major functions of a retail business, e.g. purchasing, sales, stock control, staff management. Practitioners should be capable of implementing "clean" business practices, proper controls and good integrity management in day-to-day operations, and helping their companies adopt and put in place relevant practices and measures.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of anti-bribery legislation, risk areas in the industry and basic principles of "clean" business practices, internal control and good integrity management <ul style="list-style-type: none"> • Understand the key legal requirements of the Prevention of Bribery Ordinance and what company staff should know about it, and "clean" business practices in line with the requirements • Understand and be aware of the importance of staff integrity issues • Understand the key elements of a good integrity management programme for an organization and how to implement it • Be aware of the risks of corruption/malpractice in various common functions/processes in the industry • Understand the principles of good internal control and preventive measures, and their application to common functions/processes • Understand the role and duty of a supervisor in respect of managing staff integrity, exercising proper supervisory controls and ensuring "clean" business practices in day-to-day operations 2. Implement clean business practices, good controls and integrity management <ul style="list-style-type: none"> • Advise and assist top/senior management to adopt, and assist the company to implement, "clean" business practices, internal controls and integrity management programme (e.g. company code of conduct) • Exercise effective supervision over their staff and day-to-day operations (in respect of ensuring integrity and "clean" business practices) • Respond to integrity issues and challenges, and provide guidance/advice to subordinates/management, and/or assist the company, in managing such issues • Inspire upon and set examples for subordinates and other staff on integrity and "clean" business practices • Provide training for staff to enhance staff awareness of integrity issue and clean business practices

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ability to exhibit professionalism to implement good integrity management, raise staff awareness of the anti-bribery law and integrity issues, and guide them on such matters• Ability to exhibit professionalism to help the company adopt and implement “clean” business practices and suitable internal controls in various common functions/processes
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Capable of understanding/applying knowledge in the basic legal requirements of anti-bribery law;• Capable of assisting the company in implementing good integrity management; and• Capable of assisting the company in adopting and implementing “clean” business practices and basic/key internal controls to mitigate the risks of corruption/malpractice in the retail industry and its key business functions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Manage the human resources information system
Code	105012L4
Range	This unit of competency (UoC) is applicable to personnel management staff in the retail industry. It requires analysis and judgement. It covers the abilities to manage the human resources information system of the organization properly and ensure that the system matches the personnel policy and management procedures of the organization.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of human resources information system <ul style="list-style-type: none"> • Understand the organization’s established personnel management policy and related procedures • Understand the detailed operation of the organization’s human resources information system, including: <ul style="list-style-type: none"> • Record of human resources information • Duration for keeping and depth of coverage of the information record • Functions and information accessible by users • Functional limits of the software • Master the ability to draft a detailed proposal of human resources information system • Master the ability to communicate with the information system supplier and executives • Master the ability to organize and plan the information system • Master the ability to handle relevant software and hardware 2. Manage the human resources information system <ul style="list-style-type: none"> • Confirm the internal information that should be kept in the human resources information system, such as: <ul style="list-style-type: none"> • Staff expertise • Different forms of staff remuneration and benefits • Staff relations and industrial relations • Staff support • Legal requirements on human resources • Work performance management • Ways to recruit and retain competent personnel • Staff deployment or arrangement • Staff resignation and dismissal • Workforce planning • Ensure normal operation of the human resources information system during day-to-day management, including: <ul style="list-style-type: none"> • Paying attention to new/updated requirements on human resources information • Choosing a new human resources information system or updating the existing one • Using the new or updated human resources information system • Monitoring and assessing the performance of the information system • Review the monitoring and assessment results of the human resources information system regularly and put forward suggestions for improvement

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the information provided by the human resources information system does not violate the privacy ordinance and is in proper use
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Manage the organization's human resources information system properly for support of its personnel policy and management procedures; and• Inspect and maintain the human resources information management system regularly to ensure its normal operation.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Formulate staff working guidelines
Code	105013L4
Range	This unit of competency (UoC) is applicable to staff working in the human resources departments of the retail industry. It covers the abilities to make meticulous analysis and judgment, formulate and implement staff guidelines according to the established operating strategies of the organization to ensure smooth operation of its business.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge in formulating staff working guidelines</p> <ul style="list-style-type: none"> • Understand the professional attitude and conduct required of the retail practitioners, such as: <ul style="list-style-type: none"> • Being punctual and polite • Keeping both the personal appearance and the workplace tidy and clean • Possessing in-depth knowledge of related tasks • Observing industry-related legal requirements, standards and safety precautions • Providing quality services and recommending suitable products for customers in a trustworthy manner and with a customer-oriented service attitude • Understand recognized range of service provided by retail practitioners and its restrictions, such as: <ul style="list-style-type: none"> • Making no judgement on the efficacy of medical goods • Reminding the customers of the use of specific products <p>2. Formulate staff working guidelines</p> <ul style="list-style-type: none"> • Formulate staff working guidelines according to the operating strategies and resources of the organization • Ensure that the staff of all levels clearly understand and strictly follow the staff working guidelines in daily operation • Update the staff guidelines according to changes in the industry and needs of the organization • Report to the higher level regularly on the implementation of the staff working guidelines and recommend improvements <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the established staff working guidelines are in compliance with the legal requirements
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate and implement staff working guidelines according to the operating strategies of the organization; and • Update the staff guidelines according to the changes in the industry and organization's requirements.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Analyze training need and develop staff training and development programmes
Code	105014L4
Range	This unit of competency (UoC) is applicable to staff responsible for training and development in the retail industry. It covers the abilities to make careful analysis and judgment on the need for staff training, and develop appropriate training programmes to improve the quality of staff.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of staff training</p> <ul style="list-style-type: none"> • Understand the organizational structure and function of each department • Know the competency requirements of each post in the organization • Understand the theory of human resources management • Understand the requirements of professional accreditation for specific jobs in the retail industry, e.g. registered pharmacist in drug store • Understand the theory of staff training in the retail industry <ul style="list-style-type: none"> • Purpose of training • Method of training • Appraisal method • Training system • Understand the characteristics, functions and advantages of various training methods, e.g.: <ul style="list-style-type: none"> • In-housing training • Continuous learning • In-service training <p>2. Analyze and develop staff training and development programmes</p> <ul style="list-style-type: none"> • Appraise the working competency of the current staff in accordance with the existing human resources, analyze the competency of the staff and the need for training in the department, including professional training • Assess the requirements for manpower in the foreseeable future according to the development of the business of the organization • Analyze employees ability and training needs in the department, including professional training • Establish the necessary staff training programmes for selected person with priorities • Develop training programmes according to the internal successor / promotion plans of the organization • Select appropriate training method according to the special requirements of the department, internal training capacity, characteristics of the expected requirement on skills and the supply of the training market • Prepare a complete training programme using the above mentioned details properly • Review the effectiveness of staff training and revise staff training programmes accordingly

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the training programmes can meet the requirements of the organization and the development trend of the industry
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Develop appropriate training programmes according to the training need of staff of the organization to improve the quality of the staff; and• Review the effectiveness of staff training programmes and put forward improvement suggestions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Handle general labour disputes
Code	105015L4
Range	This unit of competency (UoC) is applicable to human resources management staff in the retail industry. It covers the abilities to perform non-routine tasks in which careful judgement and analysis are required, and to use good personnel management skills to handle general labour disputes properly.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of human resources management</p> <ul style="list-style-type: none"> • Master the policy and guidelines of the organization in handling labour disputes • Understand ordinances related to employment relationship and related statutory bodies, such as: <ul style="list-style-type: none"> • Structure of the Labour Department and relevant ordinances <ul style="list-style-type: none"> • Labour Relations Ordinance • Employment Ordinance • Employees' Compensation Ordinance • Occupational Safety and Health Ordinance • Prevention of Bribery Ordinance • Mandatory Provident Fund Schemes Authority and relevant ordinances • Office of the Privacy Commissioner for Personal Data and relevant ordinances • Equal Opportunities Commission and relevant ordinances <ul style="list-style-type: none"> • Organization background and terms of reference • Sex Discrimination Ordinance • Disability Discrimination Ordinance • Independent Commission Against Malpractice and relevant ordinances • Understand the penalty on violating ordinances and regulations on employment relationship <p>2. Handle staff disputes</p> <ul style="list-style-type: none"> • Use good personnel management skills to establish effective communication channels to reduce unnecessary labour disputes and legal proceedings • Comply with and quote relevant legal provisions during human resources management routines to handle general labour disputes, such as: <ul style="list-style-type: none"> • Employment relationship • Calculation and payment of wages and commissions • Forfeiture of payment • Deployment arrangement • Immediate dismissal • Severance payment, long service payment • Mandatory provident fund contributions • Handle injuries at work correctly according to legal requirements <ul style="list-style-type: none"> • Report accidents punctually • Pay the instalments and relevant medical expenses • Medical clearance and handling procedures • Report to the higher level and seek legal professional help according to the established procedures and guidelines of the organization once the labour dispute involves legal proceedings

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure compliance with relevant legal requirements when handling general labour disputes
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Master ordinances related to employment relationship and use good personnel management skills to handle general labour disputes; and• Disseminate information and regulations on employment relationship and give clear guidelines and direction to employees through effective communication channels.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Handle staff remuneration and benefits
Code	105016L4
Range	This unit of competency (UoC) is applicable to human resources management staff in the retail industry. It covers the abilities to analyze, judge, evaluate, manage, and effectively handle the matters concerning staff remuneration and benefits in accordance with the human resources management system of the organization and legal requirements so as to achieve good personnel management.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of staff benefit policy</p> <ul style="list-style-type: none"> • Master the personnel management and the staff remuneration and benefit policies of the organization • Understand the methods and basic criteria of calculation for different ranks and different forms of remuneration in the organization • Understand the remuneration system, structure and adjustment mechanism of the organization, including basic salary, commission, incentive allowance, bonus, performance bonus, etc. • Master the staff benefit policy of the organization, including: <ul style="list-style-type: none"> • Medical benefits • Dental benefits • Housing allowance • Education and training allowance • Retirement benefits • Understand the legal requirements related to the existing staff remuneration and benefit system, e.g.: <ul style="list-style-type: none"> • Minimum wage • Labour insurance • Mandatory Provident Fund Schemes (MPF) • Understand the basic elements of a sound staff remuneration and benefit system, including being fair, reasonable and competitive • Know about good communication and negotiation skills • Master newly amended legal requirements and the development trend of remuneration and benefits of the retail industry

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	<p>2. Handle staff benefits</p> <ul style="list-style-type: none"> • Let all the staff members clearly understand and easily access the detail information of the staff benefit policy through effective communication channels, e.g.: <ul style="list-style-type: none"> • Provide a clear and comprehensible staff benefit manual to new recruits • Release benefit information to the staff regularly, e.g. through the intranet • Post benefit information at workplace areas that can be easily seen • Develop ways and channels to collect staff feedback • Implement the remuneration and commission system according to human resources management policies of the organization and related legal requirements • Handle the matters concerning the remuneration and benefits of individual employees according to the staff benefit system and procedures of the organization, e.g.: <ul style="list-style-type: none"> • Process claims of all kinds of allowances, e.g. verification of eligibility, amount of allowance, etc. • Calculate and pay benefits, e.g. bonuses • Adjust the remuneration and benefit portfolio of individual employees • If a dispute arises, arrange negotiation for the employee concerned and his/her supervisor or representative of the personnel department in order to reach a consensus and sign to confirm • Document and save related staff benefit information properly • Recommend appropriate improvements to the staff benefit system in accordance with the human resource market situation so as to enhance the sense of belonging and work performance of the staff • Organize different types of staff activities, e.g. set up wellness centre and organize various wellness activities, e.g. talks, workshops and health tests, to promote a health-conscious lifestyle to all staff and encourage them to take care of their physical and mental health in the long run in order to have good work performance <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the staff remuneration and benefit system of the organization is competitive in the human resource market and can retain competent personnel
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Handle the staff benefit matters impartially according to the remuneration and benefit system of the organization and in compliance with the legal requirements; • Use communication and negotiation skills effectively to negotiate with individual employees on the conditions of remuneration and benefits in accordance with the situation; and • Recommend appropriate adjustments to the management on the remuneration and benefit system with respect to the market change and actual operational needs of the organization so as to achieve good personnel management.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Formulate a staff training and development plan
Code	105017L5
Range	This unit of competency (UoC) is applicable to human resources management staff in the retail industry. It covers the abilities to make critical analysis and judgment, and to formulate staff training and people development plan to improve the skills and knowledge of the staff in order to support the business development of the organization.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of staff training</p> <ul style="list-style-type: none"> • Understand the organizational structure and function of each department • Master the skills and competency requirements of each post • Understand the theory of human resources management, e.g.: <ul style="list-style-type: none"> • Recruitment • Training • Remuneration • Benefits • Labour legislations • Understand the professional accreditation of the retail industry from the government / professional organizations • Understand the skills upgrading training programmes accredited by the government / training institutions • Understand the recognised qualifications and training requirements of the general retail organization • Master the functions and characteristics of the products/service of the organization <p>2. Formulate a staff training and development plan</p> <ul style="list-style-type: none"> • Appraise the work performance of the current staff according to the job requirements of different departments • Analyze the difference between the ability and the expected competency of the current staff to establish necessary training programmes for selected staff with priorities • Critically assess the requirements of manpower and skills in the foreseeable future according to the trend of development of the retail industry • Formulate training programmes according to the internal successor / promotion plans of the organization • Select appropriate training methods according to the special requirements of different departments, internal training capacity and the supply of the training market • Provide adequate training resources to meet the development needs of staff • Ensure that each department has adequate number of staff to maintain smooth operation during staff training • Evaluate the effectiveness of staff training programmes so that the staff can obtain the expected skills and knowledge through the training • Review the effectiveness of the staff training system and policy of the organization regularly • Report to the higher level the implementation of staff training programmes and put forward suggestions for improvement of the staff training and development plan

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the training and development plan can help to improve the quality of the staff, and meet the need of the organization and the development trend of the industry
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Formulate a staff training and development plan in accordance with the objective of development and resources of the organization; provide useful training on skills and knowledge to improve the quality of the staff and promote the development of the business of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Formulate a staff retention plan
Code	105018L5
Range	This unit of competency (UoC) is applicable to staff responsible for the formulation of human resources policies in the retail industry. It covers the abilities to perform critical analysis, evaluation and management; to understand the overall human resources condition and the needs of the staff at different positions; and to formulate a staff retention plan to retain competent personnel with good performance.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of staff relations</p> <ul style="list-style-type: none"> • Master the human resources strategy and system of the organization • Understand the business policy and development of the organization • Understand the requirements of the organization on the job competencies for different posts • Understand the reasons for staff turnover, e.g. resignation, layoff, organizational/ business restructure, retirement, dismissal (end of contract, summary dismissal, etc.) • Know the basic causes of staff turnover, such as: <ul style="list-style-type: none"> • Working environment and job nature • Human relations • Salary and benefits • Competency mismatch • Economic environment • Understand the staff turnover situation of the organization and the effect on its business • Know the benefits of reducing staff turnover rate to the organization • Understand the Labour Ordinance and relevant legal requirements <p>2. Formulate a staff retention plan</p> <ul style="list-style-type: none"> • Establish an effective exit interview mechanism to find out why the staff are leaving • Establish a good communication mechanism to know the staff grievances and their requirements for the jobs or the organization • Conduct staff turnover statistics and analysis to find out the main reasons for the turnover • Formulate staff relations schemes according to the operational characteristics of different units in order to strengthen their sense of belonging • Formulate a staff retention plan in response to the causes of staff turnover according to the business policy and development of the organization in order to retain competent personnel and reduce staff turnover rate, e.g. the staff recruitment policy, terms of employment, promotion mechanism, etc. of the organization • Formulate succession planning according to the situation of the organization in order to maintain a smooth operation of the organization • Formulate implementation guidelines for the staff retention policy consistent with the human resources policies and procedures of the organization • Review and assess the effectiveness of the staff retention plan regularly, and make adjustment according to the needs of the organization

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the staff retention plan formulated is consistent with the overall human resources policy of the organization and the legal requirements• Ensure that the staff retention plan of the organization is competitive on the human resources market, can retain competent personnel and reduce staff turnover
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Master the causes and data of staff turnover through an effective communication mechanism; and• Formulate a staff retention plan according to the business development policy and staff turnover situation of the organization in order to retain competent personnel and reduce the turnover rate.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Title	Formulate human resources strategy
Code	105019L6
Range	This unit of competency (UoC) is applicable to staff in the retail industry responsible for policy formulation. It covers the abilities to critically review, consolidate, extend, and formulate suitable and effective human resources strategy in accordance with the business development of the organization.
Level	6
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of human resources strategy</p> <ul style="list-style-type: none"> • Understand the organizational structure and function of each department • Understand the operating policy and strategy of the organization • Master the skills and competency requirements of each post • Understand the short-, mid- and long-term development plans and direction of the organization • Master the manpower market conditions and characteristics of the industry and overall society • Master the business operation and development of the organization, including: <ul style="list-style-type: none"> • Financial situation • Operating costs • Percentage of staff costs in operating costs • Organization's requirements on the quality of operation • Understand the education and manpower development policy of the industry and overall society • Understand the industry's requirements on new technology and knowledge • Understand the workflow and characteristics of retail operation, including: <ul style="list-style-type: none"> • Shift duty system • Overtime work • Working on holidays • Understand the existing legal norm related to human resources <p>2. Formulate human resources strategy</p> <ul style="list-style-type: none"> • Analyze existing human resources in view of the short-, mid- and long-term development plans and operation strategy of the organization to see if they meet the business needs • Analyze the staff wastage of the organization as well as the supply and demand of the manpower market • Assess the manpower demand in respect to factors such as staff turnover, retirement, suspension as well as number of staff on leave and study • Forecast the future development or shrinkage of the organization so as to assess the types and numbers of job positions to be increased or decreased • Assess the future trend of salary and benefits in the manpower market • Review the recruitment policy and the effectiveness of the incentive system of the organization • Assess the training and development needs of the organization • Formulate suitable human resources strategy (including succession planning) according to the operation policy and development strategy of the organization to meet the development needs • Compile reports to illustrate human resources strategy and the implementation of relevant plans to the management

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Human Resource Management & Development

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure strict compliance with relevant laws when formulating human resources strategy• Ensure that the human resources strategy of the organization can retain competent staff so as to prevent wastage or shortage of manpower
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Formulate human resources strategy according to the development goals and resources of the organization; and• Ensure that the human resources strategy formulated favours the development of the organization and prevents wastage or shortage of manpower.
Remark	

Units of Competencies for Strategic Management

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Comply with business laws
Code	105020L3
Range	This unit of competency (UoC) is applicable in familiar working environment. It covers the abilities to understand the business laws of Hong Kong, the Mainland and regions of other trading partners; strictly follow and apply them in daily operation and management of the organization in order to protect the benefit of the organization.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of business and laws</p> <ul style="list-style-type: none"> • Understand the legal system of Hong Kong, including: <ul style="list-style-type: none"> • Understanding whether the client has entered into a legal binding contract • Understanding the reasons for a contract to be invalid and the compensation for breach of contract • Applying the Sale of Goods Ordinance and compare the rights and obligations of both the buyer and the seller • Understanding the nature of agency • Understanding the laws related to tort and the principle for claiming damages • Understanding the pros and cons of different business models and their modes of operation • Understanding the conditions and procedures of filing petitions for individual bankruptcy and liquidation of a limited organization • Understanding the legal meaning of the laws of guarantee and their provisions • Understanding the law of contract, foreign investment law and company law in the Mainland, and compare the major differences and similarities between the business laws in the Mainland and Hong Kong <p>2. Comply with business laws</p> <ul style="list-style-type: none"> • Comply with the following business laws and apply them in the organization's daily operation <ul style="list-style-type: none"> • The legal system of the Hong Kong Basic Law • Law of Contract • Sale of Goods Ordinance • Law of Agency • Law of Tort • Business Organization Law • Bankruptcy and liquidation Laws • Law of Guarantee • Essentials of business laws in the Mainland China • Business laws in regions of other trading partners

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure strict compliance with business laws in daily operation• Prevent any abuse of power or malpractice in a professional manner
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Perform operational management in the organization in accordance with the business laws of Hong Kong, the Mainland China and regions of other trading partners to protect the benefit of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

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

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Audit loss prevention policies
Code	105022L4
Range	This unit of competency (UoC) is applicable to internal audit staff in the retail industry. Retail organizations should audit the loss prevention policies and procedures to prevent any loss. It requires supervision, analysis and evaluation. It covers the abilities to assess the effectiveness of the loss prevention policies of the organization, and put forward recommendations for improvement.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of audit <ul style="list-style-type: none"> • Master the business strategy of the organization • Know the internal regulatory system and procedures of the organization • Master the internal audit criteria • Understand retail-related laws and regulations • Master risk management methods and techniques • Master the loss prevention policies and procedures of the organization 2. Audit loss prevention policies <ul style="list-style-type: none"> • Implement audit plan, including: <ul style="list-style-type: none"> • Analyzing the loss prevention policies and procedures in detail • Confirming the best auditing method, e.g. by observation, random check, etc. • Confirming resources and manpower needed for audit • Completion schedule for the audit • Finding out procedures in which problems may occur • Assessing the loss and its impact on business, and recommend remedies • Formulate audit training programme for staff • Report the audit result with comments and recommendations, e.g. strengthening the monitoring procedure 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure that the audit is carried out independently, objectively and professionally • Ensure the information in the audit report is accurate • Prevent misappropriation of corporate assets and acts of theft
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Audit loss prevention policies for the retail or distribution business of the organization; and • Submit audit report with recommendations for improvement.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Manage budget and financial plan
Code	105023L4
Range	This unit of competency (UoC) is applicable to budget and financial plan management staff in the retail industry. It requires meticulous thinking and judgement. It covers the abilities to effectively manage the financial plan, compile the budget and control the expenditure, so as to make the organization's financial management more effective.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of financial budget and management <ul style="list-style-type: none"> • Understand the accounting principles for limited company • Understand the organization's internal audit theory and procedures • Understand the concept of financial plan management, including the knowledge of foreign exchange • Master the concept of crisis management • Understand the government policy on retail tax • Master the application of information technology in budget and financial management 2. Manage budget and financial plan <ul style="list-style-type: none"> • Prepare a budget plan according to the organization's indicators, e.g.: <ul style="list-style-type: none"> • Expenditure budget • Income budget • Manpower budget • Prepare a comprehensive financial plan according to organization's indicators, e.g.: <ul style="list-style-type: none"> • Comprehensive balance sheets • Comprehensive profit and loss statements • Comprehensive cash flow statements • Manage and control expenditure, e.g.: <ul style="list-style-type: none"> • Salary expense • Wear and tear • Daily expenses of the retail stores / sales locations • Expected risk and return, e.g. foreign exchange risk • Analyze financial data and prepare budget, such as: <ul style="list-style-type: none"> • Budget of retail stores / sales locations <ul style="list-style-type: none"> • With reference to previous business turnover and expenditure • Set annual business turnover and estimate expenditure • Compile business turnover reports, including: <ul style="list-style-type: none"> • Current business turnover • Estimates on business turnover • Comparison with previous business turnover • Comparison between the estimated and actual business turnover • Review regularly according to actual situation, update business goals and expenditure budget • Apply information technology in budget and financial management

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Manage the budget and financial plan according to organizational instructions• Understand the market development and external economic conditions• Prevent any abuse of power or malpractice by making use of the budget and financial plan
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Manage the budget and control the expenditure, evaluate factors related to costs, profits, etc. and manage the organization's financial management plan according to its policy, so as to make the management of its retail stores / sales locations more cost-effective.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Formulate business plan
Code	105024L5
Range	This unit of competency (UoC) is applicable to business development staff in the retail industry. It requires critical analysis and evaluation. It covers the abilities to make good use of all business opportunities, study and formulate comprehensive business plans to achieve the development goals of the organization.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of business plan <ul style="list-style-type: none"> • Master the organization's mission and vision • Master the organization's business strategy • Master the essentials of formulating business plan, such as: <ul style="list-style-type: none"> • Focusing on the retail business • Income and expenditure forecast, balance sheet and cash flow • Marketing requirements • Arrangements on the organization's operation • Understand the organization's financial plan • Understand relevant commercial laws 2. Formulate business plan <ul style="list-style-type: none"> • Confirm the business objectives and contents of the business plan, such as: more profits, launching new products, more retail locations, etc. • Formulate a business plan, including: <ul style="list-style-type: none"> • Financial plan to show the organization's financial situation and profits • Marketing and publicity strategies • Operational plan • Personnel arrangements • Supporting services, e.g. import and export support • Conduct risk analysis for the business plan to confirm the risks • Master business risks and work out effective solutions to reduce the risks • Monitor the progress of implementation of the business plan to ensure that it meets the goals of the organization 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure that the business plan is formulated for the benefit of the organization • Comply with relevant ordinances and job ethics
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Analyze factors and risks affecting commercial development and formulate a business plan favourable to the development of the organization, and monitor the progress.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Monitor financial performance
Code	105025L5
Range	This unit of competency (UoC) is applicable to staff in the retail industry responsible for financial management. It covers the abilities to supervise, analyze, evaluate, monitor the financial performance of retail stores and integrate the overall financial performance of the organization.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of financial management <ul style="list-style-type: none"> • Understand capital and financial management of the retail industry • Understand financial planning and forecasting • Master financial statement analysis • Understand risk management, including: <ul style="list-style-type: none"> • System and non-system risks • The relationship between risk and expected risk 2. Monitor financial performance <ul style="list-style-type: none"> • Confirm the objectives and scope of financial monitoring • Confirm the key performance indicators(KPI) for monitoring • Monitor the information and statistical data collected from retail points, e.g. <ul style="list-style-type: none"> • The total gross profit • Operating margin • Net profit margin • Same-store sales growth • Cost of goods sold • Use ratio analysis or other techniques to monitor the financial performance of the organization, e.g.: <ul style="list-style-type: none"> • Equity • Fixed assets to total assets • Sales profits • Return on investment (ROI) • Conduct relevant risk assessments to control financial risks • Conduct relevant financial analyses to prepare the financial reports 3. Exhibit professionalism <ul style="list-style-type: none"> • Follow the organization's guidelines and requirements and protect its benefit when monitoring the financial performance • Ensure the accuracy of the financial performance information provided
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Monitor the financial performance of the organization and analyze relevant data in order to use the financial resources effectively.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Manage financial information
Code	105026L5
Range	This unit of competency (UoC) is applicable to financial management staff in the retail industry. It covers the abilities to critically analyze and evaluate financial information/data, and manage the collection, record and application of financial information properly.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of financial management <ul style="list-style-type: none"> • Understand the policies of the organization related to financial and accounting standards • Understand the policies of the organization on providing technical support to system application • Understand the financial functions and operational status of respective departments 2. Manage financial information <ul style="list-style-type: none"> • Formulate financial information management policies and standards <ul style="list-style-type: none"> • Set financial and accounting standards for the organization • Develop related technical support application system for the organization • Formulate policies for related control measures to ensure the reliability and accuracy of data • Set standards of financial information reports to ensure their consistency • Develop financial information management system and programmes <ul style="list-style-type: none"> • Develop financial management information system in order to provide correct financial information on operational efficiency and profitability • Design system to protect the information system and programme records to ensure adequate accounting monitoring • Identify the financial information management needs <ul style="list-style-type: none"> • Understand the operational status of respective departments to confirm what financial management information they need • Study and review the existing financial management information system and identify areas for improvement 3. Exhibit professionalism <ul style="list-style-type: none"> • The financial management information system developed should meet user requirements • Ensure that the financial information provided is accurate and correct
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Analyze comprehensively the financial situation and business operation mode of the organization and the factors affecting its financial health; and • Develop financial management information system and procedures in order to provide reliable and accurate financial information to related departments.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Compile financial reports
Code	105027L5
Range	This unit of competency (UoC) is applicable to finance-related duties in the retail industry. It covers the abilities to analyze, re-organize, evaluate and consolidate a wide range of information, and use appropriate specifications to finish the financial report after analyzing and consolidating the financial data of the organization.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of financial reports <ul style="list-style-type: none"> • Master the key points and purpose of financial report of the retail industry • Master the standard format of financial report of the retail industry • Master the professional knowledge in financial management • Know how to use computer procedures to compile financial reports 2. Compile financial reports <ul style="list-style-type: none"> • Master the requirements of the organization operator and regulators on financial reports • Prepare appropriate financial data for compilation of financial reports, e.g.: <ul style="list-style-type: none"> • Enter the payment summary into the accounts • Ensure that the data required is entered into the accounts before the settlement date • Ensure balance of all accounts • Ensure that the general ledger and accounts records are consistent • Check the deposit records to ensure that the cash payments and bank statements are consistent • Critically analyze, re-organize, evaluate and consolidate a wide range of financial information, and use appropriate format to compile all kinds of financial reports that are applicable to the retail industry, e.g.: <ul style="list-style-type: none"> • Financial statement • Internal audit report • Budget report • Financial performance report • Risk analysis assessment 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure that the content and data of financial reports are accurate and timely • Adhere to the ethical conduct and compile financial reports with integrity to prevent deception
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Master appropriate financial data/information in order to compile financial reports; and • Compile financial reports, including financial statements, internal audit reports, risk and return analysis reports and financial budget reports, in order to meet the needs of the users, the organization, the industry and the regulators.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Manage operational budget
Code	105028L5
Range	This unit of competency (UoC) is applicable to financial staff in the retail industry. It covers the abilities to critically analyze, re-organize, evaluate and consolidate a wide range of information in order to manage the operational budget of the organization to meet the changing factors of operation.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of managing budget <ul style="list-style-type: none"> • Master the financial strategy of the organization • Master the workflow and procedures of retail business • Understand capital budgeting, such as: <ul style="list-style-type: none"> • Principles of investment • Net present value • Payback period • Master the calculation of different types of cash flow, e.g.: <ul style="list-style-type: none"> • Additional cash flow • Operational cash flow • Master financial management • Know how to use computer software to prepare budget documents 2. Manage operational budget <ul style="list-style-type: none"> • Analyze the operational budget after evaluating and consolidating information <ul style="list-style-type: none"> • Analyze past operational data and statistics • Coordinate discrepancies • Finish the budget report within the set time • Calculate the operational costs, e.g.: <ul style="list-style-type: none"> • Sales costs • Rent • Taxes • Labour costs • Marketing and advertising costs • Forecast the cash flow according to the sales and expenditure • Prepare the operational budget of the coming year on a monthly basis (or according to the requirements of the organization) • Prepare a financial viability report for new store • Monitor the operational data, e.g.: <ul style="list-style-type: none"> • Cash flow • Abnormally high inventory • Take appropriate action when it deviates from the budget plan in reality, and report the situation to the management

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Manage the operational budget for the benefit of the organization• Uphold integrity and abide by ethical conduct, and ensure that all items are clearly listed in the operational budget management process
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Manage the operational budget effectively according to the requirements of the organization; and• Formulate procedures to monitor business operations to ensure no deviation from the budget.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Perform audit
Code	105029L5
Range	This unit of competency (UoC) is applicable to staff handling internal audit in the retail industry. It covers the abilities to perform audit and evaluate the financial procedures, information system, monitoring procedures and corporate policies, so as to minimize potential risks and loss faced by the organization. The person should possess the analytical, evaluation, consolidation and organization skills.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand internal audit procedures <ul style="list-style-type: none"> • Understand internal audit system and procedures of the organization • Understand various types of accounting standards, such as: <ul style="list-style-type: none"> • GAAP (Generally Accepted Accounting Principles) • CAS (Chinese Accounting Standards) • IFRS (International Financial Reporting Standards) • ISO9001 Standard for Internal Audit • Understand professional ethics and conduct for auditing • Know various types of financial statements, e.g. balance sheet, cash flow, etc. 2. Perform internal audit after analyzing, evaluating and consolidating information <ul style="list-style-type: none"> • Confirm the scope of audit, organize audit group and identify internal rights and obligations in the operating units • List priorities, schedule, manpower and tools required, and design the audit action plan, so that the audit can be finished according to procedures on time • Formulate audit standards and key performance indicators (KPI) • Perform audit to evaluate the advantages, disadvantages, use of resources, cost effectiveness, financial procedures, information system, monitoring system and corporate policy of the organization • Monitor the audit process to ensure that it is finished on time • Report the audit results and recommend remedies for potential risks and procedures or practices not meeting the standards • Communicate with external auditors 3. Exhibit professionalism <ul style="list-style-type: none"> • Review and evaluate the efficiency of the auditing method and streamline the programme to improve efficiency • Perform audit independently, objectively and ethically
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Confirm the scope of audit and perform internal audit; and • Evaluate the audit procedures and recommend improvements for areas not meeting the organizational or regulatory requirements.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Explore store locations
Code	105030L5
Range	This unit of competency (UoC) is applicable to staff of the management level in the retail industry. It covers the abilities to analyze and judge meticulously, search for and explore new store locations for the organization in consideration of factors such as policies and resources of the organization in order to assist the organization's retail business development.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of looking for appropriate store locations</p> <ul style="list-style-type: none"> • Understand the business of the organization and the nature of the store being set up, e.g.: <ul style="list-style-type: none"> • Convenience store • Department store • Specialty store, etc. • Understand the organization's requirements in selecting locations for setting up retail stores, including: <ul style="list-style-type: none"> • Considerations such as size of store area, location (area), position (ground floor shop or upper floor shop), etc. • Compatibility with products for sale • Synergy effect with other stores of the organization • Comparison with competitors' selected store locations • Consideration with regard to market share • Understand the organization's resources for exploring store locations, including: <ul style="list-style-type: none"> • Financial resources • Human resources • Limitations on supply of goods (if any), etc. • Understand the rental rate/price level requested by the store owner, and the tenancy /sales condition of other stores in the same area

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Competency	<p>2. Explore store locations</p> <ul style="list-style-type: none"> • Apply store location selection and assessment skills to explore appropriate store locations e.g. <ul style="list-style-type: none"> • Confirm the new store location • Enlarge the floor area of the existing store • Confirm a new chain store location • Match with goods varieties and arrangement for market positioning, etc. • Explore appropriate store locations to cope with the business development of the organization <ul style="list-style-type: none"> • Search for potential new store locations • Study development potential and predict the investment return for the new store • Study the details, i.e. the detailed information about operating a store at the selected location • Apply location selection skills to assess the appropriateness of the store location explored for the organization, including: <ul style="list-style-type: none"> • Customer flow: total number and target group of customers • Vehicular flow: total number, type of vehicles and traffic congestion condition • Parking facilities: number of parking spaces, distance from the store location, parking spaces for staff, etc. • Overall transportation: proximity to mass transit railway or highway, convenience for goods transportation • Characteristics of the store location: easiness to be caught sight of, outlook and size of the building where the store locates, position of the store location, shape and size, etc. • Tenancy conditions of the store: rental, tenancy period, decoration and maintenance costs, tax burden, etc. • Perform final assessment of the explored store location, including: <ul style="list-style-type: none"> • Giving an overall rating to each location under consideration in accordance with the above assessment criteria • Comparing the ratings of all locations under consideration and select the most appropriate location • Reporting the final store location to the higher level together with related justifications <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure no malpractice or deception in the process of store location exploration
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Look for and explore new store locations for the organization by taking into considerations factors such as the organization’s business objectives and resources; and • Assess the store locations explored and select the most appropriate store location to assist the organization’s overall retail business development.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Negotiate a store contract
Code	105031L5
Range	This unit of competency (UoC) is applicable to staff of the management level in the retail industry. It covers the abilities to analyze and judge meticulously, and negotiate and confirm a tenancy contract with the store owner.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of negotiating a store contract</p> <ul style="list-style-type: none"> • Understand the organization’s requirements for a store, including: <ul style="list-style-type: none"> • Store area (minimum to maximum dimensions) • Store location (e.g. passenger flow in that area) • Store position (e.g. ground floor shop or upper floor shop) • Other requirements (e.g. floor height, other auxiliary facilities, etc.) • Understand the organization’s policies and criteria for making a store contract, including: <ul style="list-style-type: none"> • Rental rate of the store (rental per square feet or other measurement methods) and flexibility of negotiation • Duration of tenancy period and flexibility of negotiation • Arrangement for termination or modification of the store contract • Types of stores nearby (particularly those of the same business) • Whether or not the store is located at or near large shopping mall as well as the mall facilities that can be used, etc. • Master the background information of the store owner and the contractual terms for the stores nearby as far as possible • Master negotiation skills <ul style="list-style-type: none"> • Stimulating passion • Techniques in relationship building • Sufficient preparatory work, etc. • Understand the regulations on the conclusion of a store contract as stipulated by the government’s ordinances as well as the related guidelines of other governing bodies

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Competency	<p>2. Negotiate a store contract</p> <ul style="list-style-type: none"> • Search for eligible stores in accordance with the organization’s store requirements and submit them to the higher level for consideration • Give assistance in the inspection of the eligibility of the store if the choice of store is made by the top management of the organization • Contact the owner or company concerned to negotiate the details of a store contract when the choice of store is confirmed • Apply negotiation skills to strive for the greatest benefit for the organization during the negotiation process of a store contract, e.g.: <ul style="list-style-type: none"> • The best rental offer • The most appropriate tenancy period • The most flexible arrangement (e.g. in termination of tenancy contract) • The best protection (e.g. when the store itself has problems), etc. • Submit the contractual terms to the higher level for vetting and approval if the store contract negotiation is successful • Submit justifications to the higher level for double checking if the store contract negotiation is unsuccessful • Properly file the case for future reference no matter the store contract negotiation is successful or not • Give assistance in the final signing and implementation of the store contract after approval by the higher level <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Strive for the greatest benefit and protection for the organization in store contract negotiation • Negotiate store contracts in a professional manner and observe the related ordinances of the government
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Negotiate and confirm tenancy contracts with store owners in accordance with the organization’s store requirements; and • Apply negotiation skills to strive for the greatest benefit for the organization in the process of store contract negotiation.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Develop policies of the organization
Code	105032L6
Range	This unit of competency (UoC) is applicable to staff responsible for the policies of a retail organization. It covers the abilities to critically analyze and evaluate, and apply diagnostic and creative skills to develop and implement a set of feasible policies in accordance with the established vision, mission, business planning and plans of the organization in order to optimize the governance of the organization in the long run.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of organizational policies</p> <ul style="list-style-type: none">• Understand the importance of developing and implementing policies in order to achieve the goals of the organization• Fully master the management objectives of the organization, e.g.:<ul style="list-style-type: none">• Corporate vision• Corporate mission• Business strategy• Business plans• Policies formulated by the organization• Positioning of the organization in the retail industry• Understand that the policies of the organization do not only serve the organization but should also take care of the benefit of the community and customers• Understand the regulations and restrictions imposed by law and regulatory bodies on retail enterprises• Master the resources needed for the implementation of organizational policies

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Competency	<p>2. Develop and implement policies of the organization</p> <ul style="list-style-type: none"> • Precisely define the actual targets that the organizational policies developed need to achieve • Obtain support from the senior management of the organization in order to develop the policies • Accurately calculate the financial, manpower and other resources available for the development of organizational policies • Use creative skills to develop/formulate organizational policies by giving full consideration to the following factors: <ul style="list-style-type: none"> • Objectives set by the senior management • Similar policies of other competitors • Social and customers' expectation on the organization • Analyze funding and other resources needed for the respective policies • Evaluate and quantify the achievements brought by the policies • Evaluate the effects of implementing the policies • Formulate implementation procedures for the policies, including: <ul style="list-style-type: none"> • Clearly formulate measures related to policy implementation • Specifically assign persons/units to implement relevant policy measures • Clearly record and save the policy implementation details • Monitor and timely rectify problems arising in the implementation of policies • Establish sound communication mechanism in order to: <ul style="list-style-type: none"> • Report the policy implementation status to the senior management • Give new instructions to subordinates on policy implementation • Make known to the public/customers the status of implementing the organizational policies <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure strict compliance with related legislation and restrictions in the implementation of policies • Ensure that the established policies can prevent any abuse of power or malpractice such as abuse / misappropriation of the organizational assets and theft
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Develop a set of feasible policies according to the vision, mission, business planning and plans of the organization; • Obtain the resources, manpower and requirements necessary for the implementation of the policies; and • Optimize the governance of the organization in the long run.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Formulate environmental sales strategy
Code	105033L6
Range	This unit of competency (UoC) is applicable to retail business operators/decision makers of organizations. It covers the abilities to master a wide range of environmental information, formulate environmental sales strategy for the organization with respect to the complex planning, design, development and management of products/services, in order to enhance the economic benefit of the retail business and facilitate the long-term development of the organization.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of environmental sales <ul style="list-style-type: none"> • Understand that environmental sales means seeking to protect the environment from management aspect in order to facilitate the retail business of the organization • Understand current environmental strategy and system of the organization (particularly on the aspect of sales) • Understand the international standards and ordinances, the code of practice on environmental sales and the future trend • Understand the keys to success for organizations in the retail industry that have outstanding performance in environmental protection • Understand risk assessments related to the implementation of environmental sales 2. Formulate environmental sales strategy <ul style="list-style-type: none"> • Fully master the organization's internal and external factors and, after critically evaluating new concepts and evidence in the absence of complete data/information, formulate an overall environmental sales strategy that meets the actual operation of the organization, including: <ul style="list-style-type: none"> • Choose an appropriate environmental management system for the organization • Establish the long-term and short-term environmental objectives of the organization • Establish relevant environmental sales performance indicators • Develop environmental protection measures favourable to the development of the sales business of the organization, e.g.: <ul style="list-style-type: none"> • Green (environmental) inventory • Green (environmental) transport • Green (environmental) packaging • Integrate environmental protection measures in the overall operation/sales • Establish a good working relationship with environmental groups • Monitor and analyze the discrepancy between the anticipated environmental sales objectives and the actual performance, and make decisions to : <ul style="list-style-type: none"> • Optimize environmental management system • Re-allocate the resources • Establish the auditing procedures • Monitor the operation of the system • Strengthen internal communication channels • Review the effectiveness and make suggestions for improvement

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the organization's environmental sales strategy and results comply with relevant legal requirements• Promote the long-term development of environmental sales in the organization in order to fulfil social responsibility
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Formulate an overall environmental sales strategy in accordance with the actual operation of the organization and legal requirements; and• Ensure that the environmental sales strategy formulated complies with the requirements of environmental ordinances.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Formulate business continuity strategies
Code	105034L6
Range	This unit of competency (UoC) is applicable to decision makers responsible for strategy formulation in the retail industry. It requires critical analysis and evaluation and innovation skills. It covers the abilities to base on the business characteristics of the organization itself to formulate a series of business continuity strategies and implementation plans most suitable for the organization to adopt, out of numerous business continuity plans of different types such as business continuity plans (BCP), disaster recovery plans (DRP), business recovery plans (BRP), and occupant emergency plans (OEP) etc., in order to protect the benefit of the organization.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of business continuity strategies</p> <ul style="list-style-type: none"> • Understand the organization’s own business characteristics, e.g. products, suppliers, marketing media, customers and competitors, etc. • Master knowledge of relating business continuity plans to the organization’s business and projects • Master knowledge necessary for developing strategies for business continuity plans, including: <ul style="list-style-type: none"> • Requirements of a continuity plan as stipulated by ordinances or regulations • Policy statement of a continuity plan • Way to have the policy accredited • Announcing and stating the policy details • Understand the general methods of project management, risk management and continuity planning • Proficient in business and management skills, e.g.: <ul style="list-style-type: none"> • Communication in business management • Personnel management • Change management • Negotiation and business operation

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Competency	<p>2. Formulate business continuity strategies</p> <ul style="list-style-type: none"> • Assess incidents/crises that may affect business continuity • Assess other factors that may affect business continuity such as changes in the political, economic and cultural environment • Base on the above assessment to develop a series of feasible business continuity strategies that tally with the organization's strategies, actual operation, operating procedures and resources condition • Formulate strategies and supporting measures upon the occurrence of incidents/crises that may affect business continuity, including: <ul style="list-style-type: none"> • Business operation policies, procedures and standard • Provide necessary resources to promote the implementation of business continuity policies • Confirm necessary information for the continuity of key business and formulate management policies for documentation and records • Formulate external communication policies (e.g. with business partners, etc.) to ensure the dissemination of consistent information to avoid rumours or panic situations • Formulate internal communication policies in order to coordinate work related to the formulation of business continuity strategies • Ensure that the corresponding strategies and measures are based on the rigorous analysis of various kinds of information, including: <ul style="list-style-type: none"> • Effects brought about by important incidents/crises • The organization's standard operation and business procedures • The most fundamental customer service requirements • The strategies are formulated in accordance with the regulations as stipulated by the ordinances • Estimate the effect of every business continuity plan and alternative on cost <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the benefit of the organization and stakeholders have been taken into account in formulating business continuity strategies • Prevent, in a professional manner, any abuse of power or malpractice by the abuse of the established business continuity strategies
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Base on the business characteristics of the organization itself to formulate a series of plans, out of numerous business continuity plans of different types, most suitable for the organization to adopt and implement; and • Ensure that the formulated business continuity strategies can protect the long-term benefit of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Formulate financial management policies
Code	105035L6
Range	This unit of competency (UoC) is applicable to financial management policies makers in the retail industry. It covers the abilities to master a wide range of financial information; analyze complex planning, design, development and management issues related to financial management; plan and formulate financial management policies and plans by means of relevant information/data such as cost, expenditure and profit, enabling the organization to achieve maximum economic return. It requires differentiation, evaluation and creative skills.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of financial management policies <ul style="list-style-type: none"> • Master financial management theory and policies, e.g. objectives of financial management • Understand the analysis of financial reports • Understand financial planning and forecasting • Master the elements of capital budgeting • Master the calculation of project cash flow • Understand risk and return <ul style="list-style-type: none"> • System risk and non-system risk • The relation between risk and expected return • Understand tax policies for the retail industry established by the Government • Understand the concept of crisis management • Master the application of information technology 2. Formulate financial management policies <ul style="list-style-type: none"> • Analyze financial statements accurately • Formulate capital budgeting policy • Formulate cost control policy • Formulate project risk and return management policies • Implement financial planning, including: <ul style="list-style-type: none"> • Controlling the business cycle and cash flow • Mastering cash budgeting • Formulate the management policies for operating capital, such as: <ul style="list-style-type: none"> • Controlling cash income and expenses • Controlling inventory • Drawing up and analysing credit policy • Formulate crisis management plans • Formulate plans to apply information technology in financial management

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the financial management policies are formulated for the benefit of both the organization and the stakeholder groups in the long run• Prevent in a professional manner any abuse of power or malpractice by manipulating the financial management policies
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Make full analysis and evaluation on the organization's financial status; and• Formulate financial management policies effectively to tie in with the actual operational situation of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Build an organizational image
Code	105036L6
Range	This unit of competency (UoC) is applicable to staff in the retail industry responsible for corporate image building. It covers the abilities to plan, design, evaluate and consolidate a wide range of information; possess leadership and communication skills; and build a good image for the organization in the general public and customers.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of building an organizational image <ul style="list-style-type: none"> • Master corporate mission and vision, goals and core values • Understand the importance of building an organizational image to the business • Master the techniques of building professional relationships with the public and the media • Master marketing methods and techniques • Master the positioning of the corporate image in the market • Master relevant laws 2. Build an organizational image <ul style="list-style-type: none"> • Lead the team to establish and maintain the organizational image, objectives and philosophy • Analyze the organization's advantage and its market positioning with respect to its: <ul style="list-style-type: none"> • Products • Brands • Goodwill, etc. • Master the channels of building close relationships with the media, customers, suppliers and public, such as media release and charity events, to enhance the organizational image and build up goodwill • Work out publicity plans with the marketing department to enhance the organizational image • Establish interactive communication channels to solicit feedback from the public, staff members, trade unions and associations 3. Exhibit professionalism <ul style="list-style-type: none"> • Respect intellectual property rights and prevent plagiarism • Ensure compliance with relevant commercial laws in the progress of building an organizational image
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Analyze the strengths of the organization and identify its positioning in the market, so as to build and maintain the organizational image; and • Build positive relationship with the media, which enables the organization to meet the expectations of customers and society and protect its goodwill, and build a good image for the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Title	Formulate business strategies
Code	105037L7
Range	This unit of competency (UoC) is applicable to decision makers in the retail industry. It covers the abilities to master a wide range of business information and put forward creative and original ideas from a critical point of view to deal with the complicated and changing business environment in order to formulate overall business strategies for different retail stores, functional units and departments.
Level	7
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of business strategy <ul style="list-style-type: none"> • Master the actual situation of current local and global retail market • Master the essentials of research and forecast of the future development of global retail business • Master the effect of the political situation (e.g. the Mainland's individual visit scheme) and the regulatory environment on the business of the retail industry 2. Formulate business strategy <ul style="list-style-type: none"> • Identify for the organization retail markets with development potential in accordance with local and global economic development (particularly of China) • Conduct critical analysis and research on local and global economic development (particularly of China), in the absence of complete information, to forecast retail market potential of different areas • Use surveys and forecasts to make in-depth analysis on different business and investment opportunities in the retail industry in order to select the most appropriate solution • Make the right decision in face of the opportunities and challenges in the retail business • Correctly interpret a wide range of market intelligence, and review and revise the new measures on retail business • Use innovative thinking, reasoning and analytical abilities to solve current and future challenges in order to facilitate the strategic development of the retail business of the organization • Set the vision for the direction of the business strategies in order to lead all staff of the organization • Analyze the macro environment and forecast the long-term development trend in order to formulate innovative retail business strategies • Formulate long-term objectives and indicators for different business strategies

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Strategic Management

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Master the development trend of the industry when formulating business strategies of the organization• Formulate innovative retail business strategies to lead the development of the organization
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Make innovative and appropriate decisions on business opportunities in the retail industry and business strategies of the organization; and• Provide justifications and consider various factors and analyses e.g. expected return, vision, threats, comparison of different solutions, etc. in the absence of complete information, and formulate business strategies in order to facilitate the long-term development of the organization.
Remark	

Units of Competencies for Sales and Marketing

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Preparations for commodity display
Code	105038L1
Range	This unit of competency (UoC) is applicable to staff responsible for giving assistance in showing or displaying commodities in the retail industry. It covers the abilities to implement routine work under clear guidance, and complete the preparations for commodity display in accordance with the instructions of the higher level.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of work related to commodity display</p> <ul style="list-style-type: none"> • Understand the purpose of commodity display, e.g.: <ul style="list-style-type: none"> • Increase customer flow • Stimulate customers' desire to purchase • Promote new commodity • Fit in with thematic promotion, etc. • Understand factors to be considered in commodity display and act accordingly, including: <ul style="list-style-type: none"> • Overall image of the store • Store environment and decoration characteristics • Category and characteristics of commodities • Seasonal or special festival considerations, etc. • Understand the way of handling commodity display and the related techniques of the industry • Master usage, characteristics and operating methods of various kinds of display equipment, e.g.: <ul style="list-style-type: none"> • Display racks, shelves • Pull-up stands • Clothes-racks and models (apparel exhibits) • Slogans/price tags • Containers • Lighting, audio equipment • Other related equipment, etc. <p>2. Preparations for commodity display</p> <ul style="list-style-type: none"> • Confirm details of plans for commodity showing/display with the higher level, including: <ul style="list-style-type: none"> • Purpose and theme of showing/display • Type and characteristics of commodities on display • Special requirements for equipment such as lighting, source of electricity and audio equipment • Complete the commodity display preparations in accordance with the instructions of the higher level, including: <ul style="list-style-type: none"> • Confirm the appropriate display location and space • Install/place related racks, lighting and furniture • Place promotional posters and pamphlets • Ensure the accuracy of commodity prices and labels • Report to the higher level after completion of preparations

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Strictly adhere to the requirements of related occupational safety and health ordinances in the preparations for commodity display
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Apply fundamental skills of commodity display and complete the preparations for commodity display under the instructions of the higher level; and• Ensure a smooth implementation of the preparations for commodity display in order to go with the organization's related commodity promotional work.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Self-quality management
Code	105039L1
Range	This unit of competency (UoC) is applicable to all staff in the retail industry, particularly those who have frequent contact with customers. It covers the abilities to manage self-quality properly in order to build a good image of retail practitioner in daily work.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of self-quality management <ul style="list-style-type: none"> • Understand personal strengths and weaknesses • Understand personal character and traits related to work, such as: <ul style="list-style-type: none"> • Dominant type • Outgoing type • Cautious type • Moderate type • Understand the content of self-quality management, including: <ul style="list-style-type: none"> • Time management • Emotion management • Learning management • Health management • Ethical management • Know about the specific performance related to self-management ability, such as: <ul style="list-style-type: none"> • Discipline • Patience • Courtesy • Understand the importance of self-quality management to the actual retail work and customer service 2. Self-quality management <ul style="list-style-type: none"> • Master self-personality traits and apply them properly to work, including: <ul style="list-style-type: none"> • Personal character strengths • Personal interests and abilities • Personal work values • Build a good self-image, including: <ul style="list-style-type: none"> • Identifying self-values • Having real and specific targets for work • Make good use of the good personal qualities in daily work, e.g.: <ul style="list-style-type: none"> • Explore and make good use of one's own talents and strengths • Be optimistic and value one's personal distinctiveness • Be willing to try and creative • Fill oneself with positive elements, e.g. be loyal, enterprising and humble • Be aware of negative and passive elements, e.g. not to be pessimistic, hypocritical, lazy and greedy • Always practise good self-management, including conducting self-evaluation • Apply self-management in actual working environment

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Match the image of the organization and commodities when practising self-quality management, with the target of providing quality customer service
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Practise good self-quality management and build a good image of retail practitioner.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Collect market information
Code	105040L2
Range	This unit of competency (UoC) is applicable to staff responsible for market research in the retail industry. It covers the abilities to collect information related to retail market research under supervision in daily working environment.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of collecting market information <ul style="list-style-type: none"> • Understand the established market research methods and procedures of the organization • Understand various channels of collecting market information, e.g.: <ul style="list-style-type: none"> • Clients • Information media of the retail industry (e.g. newspaper, magazine, white paper, seminar, meeting, facebook fan page, etc.) • Professional organizations /industrial bodies • Related government departments • Understand the importance of collecting market information to corporate business development • Know about ways of collecting market information and their pros and cons 2. Collect market information <ul style="list-style-type: none"> • Carry out preparations for the collection of market information, including: <ul style="list-style-type: none"> • Understanding the plan, purpose and objectives of market research of the organization • Confirming the methods used for collecting market information, e.g. questionnaire survey (street interview, by telephone, fax and email) , interview, online survey, social media observation and on-the-spot/actual measurement, mystery shopper, etc. • Preparing resources/tools required, e.g. computer, telephone, the internet, stamps, envelopes, video conferencing, suggestion box, etc. • Confirm and use reliable source of information in accordance with the corporate guidelines and legal requirements, e.g. the Copyright Ordinance • Prepare information collection tools, e.g.: <ul style="list-style-type: none"> • Survey questionnaires • Survey forms • Email content template • Collect and process market information in accordance with the corporate guidelines and requirements of the Personal Data (Privacy) Ordinance, e.g.: <ul style="list-style-type: none"> • Choose suitable samples • Conduct interviews • Send out emails/postal questionnaires • Collect, verify and consolidate survey data returned • Process the market information collected properly according to the organizational procedures and refer to related persons to handle

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Use correct methods to collect market information of the retail industry• Use the right attitude and way to collect market information
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Carry out preparations for the collection of market information under supervision and clearly understand the purpose of the market research proposal of the organization; and• Process the market information and related personal data properly according to the requirements of the Personal Data (Privacy) Ordinance.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Create media kits
Code	105041L2
Range	This unit of competency (UoC) is applicable to marketing staff in the retail industry. It covers the abilities to assist in coordinating and creating media kits such as product publicity and promotional contents in familiar and daily situations, and carry out publicity and promotional activities through appropriate media.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of publicity and promotional activities <ul style="list-style-type: none"> • Know about the history of products and brands of the organization • Understand the importance of using correct media kits to the publicity of products and brand image of the organization • Know about the marketing and publicity policies and procedures of the organization • Know about media kits suitable for different publicity channels, e.g.: <ul style="list-style-type: none"> • Network media kits • Print media kits • Electronic media, electronic news support and traditional advertisement • Understand various contents of media kits, including: <ul style="list-style-type: none"> • Introduction of the company • Latest press release or other media release contents • Customer feedback/complaint • Product/brand information • Information and ways of contact • Understand the scope, allocation and coordination of work of the outsourced PR company and the organization • Possess good writing skills 2. Create media kits <ul style="list-style-type: none"> • Communicate and liaise with relevant departments to confirm the main purpose, targets and procedures of the promotional activities • Assist the higher level to write press releases and promotional articles according to corporate publicity and promotion policies and the requirements of relevant departments • Coordinate the production of photographs for publicity and promotion with relevant departments/persons in charge of the organization or the outsourced professional producer and photographer • Confirm and proofread contents of promotional articles, including press releases, comments, customer feedback, electronic articles, manufacturer's promotional articles, etc. • Display product samples and the list of product benefits in media kits or at promotional activities, and prepare the venue and relevant facilities required • Collect and pack information required by the media kits, choose appropriate media of communication and confirm that the brand image conforms to corporate standard

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the media kit created has complete information and highlight the targets or theme of the promotional activities
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Coordinate the production of media kit contents with relevant departments, and help launching publicity and promotional activities in order to achieve the targets and purpose of the sales activities; and• Flexibly promote/publicize and launch a comprehensive promotional campaign on different electronic commercial media (e.g. television and newspaper).
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Perform customer classification
Code	105042L2
Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. It covers the abilities to classify customers into different groups and provide quality service targeting respective groups in daily working environment, in order to enhance customer service quality of the organization.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of customer classification <ul style="list-style-type: none"> • Understand the market share of the organization and positioning of its products in order to know its key types of customers • Understand the organization's principle of handling customer relationship • Understand the organization's practice of handling customer relationship (including customer classification) and related information technology system • Understand the needs and preferences for the organization's products and services of different groups of customers • Master the behavioural characteristics of customers, including: <ul style="list-style-type: none"> • Buying behaviour • Consumption psychology, gender and age • District and income information • Consumption pattern • Master market and customer-related information collected from different channels 2. Perform customer classification <ul style="list-style-type: none"> • Classify customers according to their background information • Create customer files to show the characteristics of different groups/types of customers • Master the characteristics, needs and preferences for the organization's products and services as well as the consumption patterns of different groups of customers • Identify the product and service needs of the existing and potential customer groups • Use the available market information to check whether the products or services meet the customer demand or not • Compare the new and old groups of customers in order to understand the market trend • Regularly review and improve the customer classification 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure compliance with the requirements of the Personal Data (Privacy) Ordinance when handling customer classification
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Classify customers according to the organization's requirements and customers' background; and • Master the demands of different groups of customers and provide quality customer service in order to improve the retail business of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Promote loyalty programmes to customers
Code	105043L2
Range	This unit of competency (UoC) is applicable to staff responsible for customer service and sales promotion in the retail industry. It covers the abilities to introduce/promote the organization's loyalty programme to customers in daily work, such as members' benefits and advantages, in order to enhance customer loyalty to the organization and to exhibit the organization's professional service attitude towards customers and its future development policy, etc.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of customer loyalty programmes <ul style="list-style-type: none"> • Understand details of the organization's customer loyalty programme including emotional and financial condition, lifestyle, interesting gifts, etc. • Understand the purpose of launching customer loyalty programmes (e.g. to reduce customer churn rate, to lower the cost, etc.) and the programme content, characteristics, benefits for customers, etc. • Understand good customer relationship skills, e.g. skills in arousing customers' attention and interest, promotional skills, customer preference, etc. • Understand the basic factors that affect the promotion of customer loyalty programmes • Understand ordinances that protect consumers' rights and personal privacy data 2. Promote loyalty programmes to customers, turning them into loyalty ambassadors <ul style="list-style-type: none"> • Apply good customer communication skills to explain/promote the organization's customer loyalty programme to customers, including: <ul style="list-style-type: none"> • A clear introduction of the characteristics and strengths of the organization's loyalty programme and its future development • Providing information about the loyalty program • Correctly responding to customers' questions and inquiries about the program • Handle all necessary procedures for customers' participation in the loyalty programme in accordance with the established procedures <ul style="list-style-type: none"> • Explain the loyalty programme in detail including its terms and conditions, rules and regulations, etc. • Assist customers in completing the membership application forms • Confirm customers' voluntary participation in the loyalty programme by their signature • Check the accuracy of information provided by customers • Provide necessary evidence for customers, e.g. membership card/access code for members • Plan and formulate loyalty programmes • Regularly report to supervisor the promotion progress of the customer loyalty program, market reaction and customer retention rate

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Comply with the Personal Data (Privacy) Ordinance in collecting customer information
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Clearly introduce and promote the organization's loyalty programme to customers including its financial, life and emotional benefits as well as the brand value; and• Apply good customer relationship skills to encourage customers to join the loyalty programme voluntarily in order to enhance customers' loyalty to the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Implement brand promotion strategies
Code	105044L3
Range	This unit of competency (UoC) is applicable to staff responsible for brand promotion in the retail industry. It covers the abilities to make judgement and effectively implement the brand promotion strategies established by the organization in order to help it build an ideal brand image and strengthen its business development.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of brand promotion <ul style="list-style-type: none"> • Understand the established branding and marketing strategies of the organization • Understand the organization’s purpose and target for building a brand • Understand the essentials for successful brand promotion, e.g.: <ul style="list-style-type: none"> • Product image with the public • Trend • Preference of the target group of customers • Product features • Product design and packaging • Product price • Understand government regulations and legal norms on product sales and promotion, e.g. Trade Descriptions Ordinance 2. Implement brand promotion strategies <ul style="list-style-type: none"> • Confirm the purpose of building a product brand • Master the essentials for building brand image, including: <ul style="list-style-type: none"> • Brand identity • Brand positioning • Pledge of the brand • After-sales service • Assist in building brand publicity channels to facilitate the publicity and promotional activities, e.g.: <ul style="list-style-type: none"> • Internal promotion (staff training and awareness) • External promotion (brand, trademark, design, etc.) • Implement brand promotional activities and plan, including: <ul style="list-style-type: none"> • Publicity and promotional activities • Schedule • Media publicity portfolio, e.g. on-line/graphic • Customer service promotion • Assess and review the actual effectiveness of the branding strategy and make optimization suggestions • Understand the market trend, develop modes and ways of promotion proactively and try new promotional ideas/methods

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Do not use discriminative wording in advertisements or promotional activities to avoid breaching the discrimination-related ordinances, e.g. the Sex Discrimination Ordinance, the Disability Discrimination Ordinance and the Race Discrimination Ordinance• Ensure that customers can get correct and adequate information during promotion
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Implement relevant product brand promotion according to the established branding strategies of the organization in order to achieve the established target of the organization for brand building;• Assess and review regularly the effectiveness of brand promotion at different stages (e.g. customer's buying cycle) and give suggestions for improvement accordingly;• Assess the target results, master the strategies or practice of market competitors and predict the impact/effect on the organization; and• Analyze data and devise the promotion workflow, and master the returns and results of implementing brand promotion.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Implement product recall
Code	105045L3
Range	This unit of competency (UoC) is applicable to staff responsible for product sales and quality management in the retail industry. It covers the abilities to implement product recall, after making analysis and judgement, in accordance with the organization's product recall guidelines and procedures in order to protect consumer benefit.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of product recall</p> <ul style="list-style-type: none"> • Understand the organization's product recall guidelines and procedures • Understand the statutory requirements and procedures of the government for retail product recall, e.g. food safety requirements • Understand various sources and channels of information on product recall, including: <ul style="list-style-type: none"> • Suppliers • Government organizations • The Consumer Council • Customer complaints • Understand the duties of implementing product recall, e.g.: <ul style="list-style-type: none"> • Product evaluation • Risk assessment • Update the supervisor/ the management regularly on the recall status • Know the consequences of delaying product recall <p>2. Implement product recall</p> <ul style="list-style-type: none"> • Understand the demand and reasons for product recall, such as upon: <ul style="list-style-type: none"> • Communication with the supplier/ manufacturer • Government request • Customer complaints • Look into and confirm the nature of product recall and the related recall action • Carry out product recall according to corporate guidelines and procedures, including: <ul style="list-style-type: none"> • Reporting immediately to the management on the situation and potential risks • Informing the supplier/manufacturer about the details of the product in question as soon as possible • Stopping selling and recalling the product that may cause danger to the public immediately • Release relevant news to the public through mass media • Recalling the product from consumers • Finish product recall effectively within the specified time • Assist in reviewing the product recall process and report to supervisor on matters related to product recall

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Adhere to professional ethics when implementing product recall to prevent any fraudulent conduct• Ensure that the public are informed punctually and correctly about the product recall
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Handle the product recall quickly according to corporate guidelines and procedures and the legal requirements so as to minimize the influence on consumers; and• Report the status on product recall and customer satisfaction to supervisor and release relevant information to the public through different media platform to ensure a smooth process of product recall.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Implement advertising and promotional activities
Code	105046L3
Range	This unit of competency (UoC) is applicable to staff responsible for publicity and promotion in the retail industry. It covers the abilities to implement advertising and promotional activities according to the established sales strategies of the organization in order to achieve its sales target.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of advertising and promotion <ul style="list-style-type: none"> • Understand the sales strategies of the organization • Understand the objectives and purpose of the advertising and promotional activities of the organization • Know about methods and effects of various types of publicity and promotional activities, e.g. advertisements, sponsors and PR activities • Understand the essentials for successful product publicity and promotional activities, e.g. product, price, target audience, venue and advertising • Understand the effects and the pros and cons of different types of advertising media • Understand the features and promotional value of the organization's products • Understand the legal norm and regulations of the government on advertising and promotion 2. Implement advertising and promotional activities <ul style="list-style-type: none"> • Review and refer to the effectiveness of previous publicity and promotional activities before carrying out advertising and promotional activities • Implement advertising and promotional activities according to the sales target of the organization <ul style="list-style-type: none"> • Choose appropriate modes of publicity and advertising media, e.g. television, newspaper, package and online advertisement [e.g. put on different types of websites and use different forms (dynamic/static)] • Assist in devising the plan of advertising and promotional activities, particularly the publicity mode • Assist supervisor to review regularly and assess the effectiveness of the publicity and promotional activities • Document and properly record the details of advertising and promotional activities according to the guidelines and procedures of the organization for future reference 3. Exhibit professionalism <ul style="list-style-type: none"> • Do not use discriminative wording in advertisements or promotional activities to avoid breaching the discrimination-related ordinances, e.g. the Sex Discrimination Ordinance, the Disability Discrimination Ordinance and the Race Discrimination Ordinance • Ensure that customers can get correct and adequate information during promotion
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Implement advertising and promotional activities according to the sales strategy of the organization in order to achieve the established sales target and enhance the image of the organization and product.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Implement a sales plan
Code	105047L3
Range	This unit of competency (UoC) is applicable to sales staff in the retail industry. It covers the abilities to implement a sales plan in daily work in order to achieve the sales target.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of sales plan <ul style="list-style-type: none"> • Understand the target of the organization's sales plan • Possess the knowledge of daily operation management of a retail store, e.g.: <ul style="list-style-type: none"> • Human and resource management • Inventory management • Product promotion (e.g. product display, shelf arrangement, places to put posters and price tags, etc.) • Sales target and performance indicators <ul style="list-style-type: none"> • Product information • Risk management • Clean environment for the store • Understand different sales techniques • Understand the basic elements affecting sales performance, e.g.: <ul style="list-style-type: none"> • Market demand/trend • Customer's consumption behaviour • Competitor's marketing activities • Product quality • Customer service (including after-sales service, etc.) • Effect of social events 2. Implement a sales plan <ul style="list-style-type: none"> • Let all staff clearly understand the marketing plan of the organization through effective communication channels and encourage them to participate • Implement a sales plan in order to achieve the sales target of the organization <ul style="list-style-type: none"> • Control the inventory level to ensure adequate supply without overstocking • Provide price reduction and discount programmes • Sales promotion plan, e.g. product display, shelf location, special offers, etc. • Customer retention plan, e.g. friend discount and loyalty programme • Temporary staff recruitment and training programme to support the sales plan (e.g. big festive sale) • Review and monitor the sales performance, report to the higher level the effectiveness of the sales plan, and make adjustment or suggestions for improvement accordingly 3. Exhibit professionalism <ul style="list-style-type: none"> • Build the team spirit with the target to boost the sales when implementing a sales plan
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Implement a sales plan to achieve the sales target of the organization; and • Review and report to the higher level the effectiveness of the implementation of the sales plan, and make suggestions for improvement.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Provide basic sales training
Code	105048L3
Range	This unit of competency (UoC) is applicable to staff responsible for staff training and related duties in the retail industry. It covers the abilities to evaluate, organize and work independently; provide basic sales training to the sales team according to the established human resources policies and staff training plan of the organization in order to achieve its sales target.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of basic sales training <ul style="list-style-type: none"> • Understand the staff training plan of the organization • Know the purpose and the importance of staff training • Understand what knowledge and sales techniques that sales staff should possess, including: <ul style="list-style-type: none"> • Characteristics, advantages and disadvantages, after-sales service, etc. of the organization's products and services • Sales system and operational procedures of the organization • Customer's requirements, preference and psychology • Job ethics • Transaction facilitation skills • Understand different modes of training (including sales training) and their purposes • Understand the competition faced by the organization's products and the sales practices of competitors • Understand the legislation and regulations imposed by the government and related regulatory bodies on sales and business, e.g. Trade Descriptions Ordinance 2. Provide basic sales training <ul style="list-style-type: none"> • Design sales training content that is suitable and timely to meet the training purpose and needs, e.g. an appropriate scope and depth of training, the target group (full-time/part-time staff), etc. • Prepare training materials required according to the established training content • Design the best training combination, e.g. classroom teaching, workshop, simulation training, role play, etc. • Work out the training schedule by considering factors such as the duties and working hours of the staff • Use various IT equipment and techniques to replace or strengthen the traditional assessment methods, e.g. written or oral test, and set the assessment standard • Record the trainees' progress and performance in training • Review the applicability of the basic sales training content regularly and make adjustment accordingly

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">The basic sales training content provided can cope with the development of the retail industry
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">Provide basic sales training that suits the actual needs of the sales team so as to train up competent sales staff and achieve the established sales target of the organization; andReview the applicability and timeliness of the basic sales training regularly and make optimization suggestions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Carry out online market communication
Code	105049L3
Range	This unit of competency (UoC) is applicable to staff responsible for IT and market management in the retail industry. It covers the abilities to select and use legitimate operational software to carry out online market communication effectively in order to obtain and consolidate online customer and market information and support the retail business development of the organization.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of online market communication</p> <ul style="list-style-type: none"> • Understand the marketing plan and online market communication plan of the organization • Understand the fundamentals of marketing • Understand the organization's target group of customers and their consumption behaviour • Master the applied technology and techniques for marketing on e-commerce platform • Understand types of electronic advertising media and their advantages and disadvantages • Know the online interactive communication techniques • Understand the legal requirements of the government and relevant regulatory bodies for online business platform • Understand specific vocabulary and terminology related to e-commerce • Know the ways and techniques of operating IT systems and software for online market

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	<p>2. Carry out online market communication</p> <ul style="list-style-type: none"> • Implement the established online market plan of the organization, including: <ul style="list-style-type: none"> • Identifying publicity channels required • Selecting appropriate electronic advertising media, tools and methods, e.g. commercial website • Identifying the purposes of publicity, e.g. to highlight the image, features and benefits of the product • Designing the main content of advertisement to ensure legal and regulatory compliance • Adopting the most appropriate audio-visual effects and layout • Safety information of online trading platform • Carry out online market communication and promotion, including: <ul style="list-style-type: none"> • Ensuring that the details of the webpage design, such as the content, click button, route map, etc. are user-friendly • Ensuring that the website design correctly convey the product features and corporate image • Ensuring that the electronic advertising media and websites selected (e.g. outsourcing contract) conforms to the marketing strategies and budget of the organization and the legal requirements • Ensuring that the online marketing channels used can keep in touch with the target group of customers • Assist the higher level in monitoring and assessing the effectiveness of e-marketing regularly, including: <ul style="list-style-type: none"> • Finding errors or omissions • Reviewing the effectiveness of online marketing activities and give suggestions for improvement • Collecting feedback from different channels in order to improve the e-marketing activities of the organization • Strengthening the methods for web and electronic platform promotion <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Follow relevant legal requirements when carrying out online market communication
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Carry out effective online market communication to support the retail business development of the organization; • Assist the higher level in monitoring and assessing the effectiveness of online market communication regularly and make optimization suggestions; and • Analyze online customers' browsing preference and response.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Implement pricing strategies
Code	105050L3
Range	This unit of competency (UoC) is applicable to sales and marketing staff in the retail industry. It requires analysis and judgement. It covers the abilities to implement the pricing strategies of the organization effectively in order to facilitate its retail business growth.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of retail market pricing <ul style="list-style-type: none"> • Understand sales methods of the organization • Understand the pricing strategies and policy of the products of the organization • Master the product handling procedures of the organization such as pricing, sales, receipt register and the coordination with colleagues of the accounting department • Understand key factors affecting product pricing, e.g. economic environment, spending power, seasonal change, trend, etc. • Understand ordinances and regulatory requirements related to product pricing in the retail industry 2. Implement pricing strategies <ul style="list-style-type: none"> • Assist the higher level in setting the retail price of a product in accordance with the pricing strategies and guidelines for the products of the organization and by considering factors such as real market situation, product cost, marginal profit, etc. • Ensure that the selling price of the product is made known to relevant retail stores/sales points accurately and punctually through effective channels and methods • Set and renew the sales system information and price list correctly according to procedures • Review the effectiveness of the pricing strategies regularly, including: <ul style="list-style-type: none"> • Gathering information on the sales condition of product at different price levels • Analyzing the long-term sales condition of product at different price levels • Keeping record of relevant data and submit to the higher level regularly for reference • Follow the established pricing strategies to adjust and renew the product price according to the actual need 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure a uniform price and prevent any fraudulent act when implementing pricing strategies
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Implement the pricing strategies of the organization according to the established sales target and market strategies to facilitate the retail business development; and • Review the effectiveness of the pricing strategies regularly and make suggestions for product price adjustment according to the actual sales condition.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Lead a sales team
Code	105051L4
Range	This unit of competency (UoC) is applicable to staff responsible for sales team management in the retail industry. It covers the abilities to analyze, judge, and execute supervisory and management tasks; apply personnel management skills to lead a sales team in order to achieve the established business goals of the organization and boost the sales.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of sales team management <ul style="list-style-type: none"> • Understand the organization’s strategies and policies for business operation • Master the sales target and product types of the organization • Possess personnel management knowledge, including: <ul style="list-style-type: none"> • Communication skills • Staff training • Work performance appraisal • Incentive plan • Staff establishment • Staff performance indicators • Possess knowledge related to sales indicators, e.g.: <ul style="list-style-type: none"> • Personal/team/district sales target • Market share • Customer retention • Service quality • Understand factors affecting sales performance, e.g. human and financial factors, time/season, materials and equipment • Understand the importance of building team spirit 2. Lead a sales team <ul style="list-style-type: none"> • Formulate a sales plan according to the organization’s strategies for business operation in order to achieve the sales target • Formulate working guidelines and procedures for the sales team, e.g.: <ul style="list-style-type: none"> • Sales techniques for different products • Personal behaviour and customer service techniques • Team support • Communicate with the sales team members (individually or the whole team) to ensure that they clearly know the sales target and to build a good team spirit • Apply personnel management skills to promote to and encourage the sales team to achieve personal and the team’s sales target <ul style="list-style-type: none"> • Identify the scope of work of each sales team member • Distribute resources of the sales team fairly and formulate procedures for claiming resources • Provide coaching and advice • Conduct meetings regularly to review and identify areas for improvement • Monitor the sales team to ensure its sales practice complies with corporate and legal requirements • Appraise the performance of the sales team members respectively and retain competent members to help achieve the established sale target

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the sales practice complies with legal requirements
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Set a feasible team sales target according to the organization's business strategies and goals, and make the target clear to the sales team members through effective communications; and• Apply team management and motivation skills to lead the sales team to achieve the sales target.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Implement a market research proposal
Code	105052L4
Range	This unit of competency (UoC) is applicable to staff responsible for market research in the retail industry. It covers the abilities to conduct planning and research on products, services or processes; and apply a series of market research skills to implement a market research proposal according to the market research objectives and strategies of the organization.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of market research <ul style="list-style-type: none"> • Understand the organization's market research needs and objectives for products/services • Master the established market research proposal and strategies of the organization • Master all kinds of market research skills and methods, e.g. questionnaire survey and mystery shopper • Master the functions, advantages and limitations of market information system/internet/social media • Understand the established format and specifications of the organization for market research report • Understand factors affecting market research results 2. Implement a market research proposal <ul style="list-style-type: none"> • Implement preliminary work for market research according to the established market research proposal of the organization, including: <ul style="list-style-type: none"> • Mastering the research objectives • Identifying the source of information • Checking past research reports and expected results • Checking the information obtained from customers and suppliers • Coordinate and manage the market research progress • Select a market research method best suited the requirements of the organization, e.g.: <ul style="list-style-type: none"> • Questionnaire survey (traditional method/ online survey) • Interview (telephone/face-to-face) • Focus group • Identify survey target group and source of information according to the established market research proposal • Choose appropriate IT or network system to collect and analyze market research information for products/services • Compile a market research report and record the survey findings according to the established format and standards of the organization

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Handle the survey findings in a professional manner to ensure their accuracy and applicability so as to prevent any misleading information
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Apply appropriate market research skills and methods to implement a market research proposal according to the organization's market research objectives; and• Apply information technology to analyze market research information and compile a market research report to highlight the key points.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Implement and monitor marketing activities
Code	105053L4
Range	This unit of competency (UoC) is applicable to staff responsible for marketing-related work in the retail industry. It requires careful analysis and judgement and covers the abilities to implement and monitor the market promotion plan of the organization in order to promote and improve its retail business.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of marketing activities <ul style="list-style-type: none"> • Understand the marketing objectives and plan of the organization • Understand the performance indicators for launching various marketing activities • Master the ability to analyze and process data on market performance, gains and costs • Master leadership skills to manage the marketing team • Master interpersonal skills to launch activities with personnel from different organizations and backgrounds • Understand local and international legal and regulatory requirements related to marketing activities • Understand current market situation 2. Implement and monitor marketing activities <ul style="list-style-type: none"> • Coordinate staff of the organization and other working partners in order to launch marketing activities • Implement marketing activities of the organization, e.g.: <ul style="list-style-type: none"> • Marketing of products • Marketing of services • Forms of marketing, e.g. shopping mall events, online platform, graphics, etc. • Keep in touch with stakeholders when launching marketing activities, including: <ul style="list-style-type: none"> • Staff responsible for finance, human resources and IT • Product manufacturer/supplier • Monitor the performance results of the marketing activities and compare with the original target; report to the higher level for deviations and make suggestions for improvement • Adjust the marketing activities in response to the social or economic situation so as to achieve the sales objective 3. Exhibit professionalism <ul style="list-style-type: none"> • Monitor marketing activities and their results; make suggestions for improvement to the higher level in response to the market demand • Ensure no fraud or prejudice when implementing and monitoring marketing activities
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Implement marketing activities according to the marketing plan; and • Monitor the marketing activities and recommend adjustment accordingly.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Monitor sales performance of goods
Code	105054L4
Range	This unit of competency (UoC) is applicable to staff responsible for sales management in the retail industry. It requires meticulous analysis and judgment. It covers the abilities to monitor and review the sales performance of goods of the organization and give improvement suggestions to enhance the sales volume of goods.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of sales performance of goods <ul style="list-style-type: none"> • Understand the business policy of the organization • Understand the principles of sales management • Master the existing sales condition of goods, e.g.: <ul style="list-style-type: none"> • Sales performance and its reasons <ul style="list-style-type: none"> • Sales velocity • Average sales amount (on weekdays/holidays) • Product types, prices, display location, etc. • Sales channels, e.g. stores, booths or other points of sale • Key customer group's age, sex, consumption pattern, etc. • Understand existing retail market and business condition • Master the function and operation method of the sales system adopted by the organization, e.g. type of goods, goods record, analysis, etc. • Understand general business ordinances and regulations 2. Monitor product sales performance <ul style="list-style-type: none"> • Keep on monitoring, evaluating and recording the existing goods' sales performance of the organization <ul style="list-style-type: none"> • Monitor sales activities and record the results • Inform team members of the performance results • Analyze sales data and information • Match products and services in accordance with customers' needs • Cooperate with suppliers and other business partners to obtain sales data of goods • Analyze factors affecting sales of goods <ul style="list-style-type: none"> • Preferences of customers • Display of goods/atmosphere, salespersons' service attitude • Seasonal changes, festivals or celebration activities, etc. • Purchasing process of goods • Contract arrangement of goods supply, approval procedures, etc. • Refer to and analyze information sources and data of sales performance of goods, e.g.: <ul style="list-style-type: none"> • Government statistical data • Competitors' sales condition • Annual reports of related organizations and bodies • Relevant retail news • Publications/reports of retail associations and other chambers of commerce, etc. • Compile a report with the sales record of goods, researches and evaluations and submit it to supervisor and other related departments for reference • Give improvement suggestions to the higher level in accordance with the content of the sales report of goods

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Master the sales performance of goods of the organization and give suggestions to the higher level on the priority of goods to be purchased or sales promotion of unsalable goods• No false statements when monitoring the sales performance of goods
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Monitor and review the sales performance of goods of the organization and give improvement suggestions in order to enhance the sales volume of goods; and• Write up the accurate sales performance reports of goods.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Manage goods promotional activities
Code	105055L4
Range	This unit of competency (UoC) is applicable to staff responsible for promotional activities in the retail industry. It covers the abilities to analyze and judge meticulously; manage goods promotional activities effectively in accordance with factors such as the organization's marketing plan, business objectives and resources invested and assist the organization's retail business development.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of goods promotional activities</p> <ul style="list-style-type: none"> • Possess international marketing knowledge • Understand marketing theories • Understand the organization's marketing objectives and resources invested in promotion and publicity • Understand goods provided by the organization and details of goods to be launched, including: <ul style="list-style-type: none"> • Existing/expected sales performance of goods • Different sales channels of goods • Different groups of target customers of goods • Basic factors affecting the sales performance of goods, etc. • Understand the procedures for collecting and reporting the sales information of goods • Master the business skills and system management methods for goods promotional activities • Master manpower and interpersonal skills for goods promotional activities • Understand related business ordinances and codes governing goods promotion

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	<p>2. Manage goods promotional activities</p> <ul style="list-style-type: none"> • Apply sound organization and management skills to manage, coordinate and monitor the goods promotional activities of the organization, including: <ul style="list-style-type: none"> • Plan publicity and promotional activities <ul style="list-style-type: none"> • Refer to related information channels to give assistance in the planning of publicity and promotional activities • Devise and assess publicity and promotional activities to ensure that they fulfil the requirements of the company and are suitable for local culture • Plan publicity and promotional activities according to market demand • Discuss with related persons to decide the overall publicity and promotion policy/direction • Cooperate with colleagues of the accounting department to ensure that the schedule and costs of promotional activities fall within resources budget • Formulate the entire promotional plan for products and/or service to be promoted • Arrange publicity and promotional activities <ul style="list-style-type: none"> • Find out and arrange resources required for supporting publicity and promotional activities in order to achieve intended objectives • Find out, decide and allocate duties and responsibilities of overseas and local staff responsible for publicity and promotional activities • Build relationship with the target groups of the overseas market • Support overseas staff who are engaged in publicity and promotional activities • Make use of business network to organize publicity and promotional activities • Review publicity and promotional activities <ul style="list-style-type: none"> • Listen to customers' feedback to assess the effectiveness of publicity and promotional activities and give suggestions for future activities • Assess the effectiveness of the planning process in order to formulate and improve future planning for publicity and promotional activities • Analyze costs and schedule in order to calculate the effectiveness of publicity and promotional activities • Give suggestions and constructive opinions for future development direction <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure the adherence to all ordinances and governing codes when managing goods promotional activities
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Manage goods promotional activities in accordance with factors such as the organization's business objectives and invested resources; and • Review the effectiveness of publicity and promotional activities and give suggestions for improving future publicity activities.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Plan online market communication
Code	105056L4
Range	This unit of competency (UoC) is applicable to staff responsible for IT and market management in the retail industry. It requires analysis, management and planning, as well as the application of a wide range of IT knowledge to enhance efficiency. It covers the abilities to devise a communication plan for the organization's online marketing and sales strategies in accordance with the organization's marketing strategies and electronic sales platform, in order to assist the organization's overall retail business development.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of online market communication <ul style="list-style-type: none"> • Understand the organization's overall marketing strategy • Understand knowledge of online business platform including: <ul style="list-style-type: none"> • Marketing and promotional skills • Online business platform operating skills • Terminology of online business platform • Ways to perform online business promotion and transactions, etc. • Understand in what way the organization classifies customers into different groups and its purpose • Master different customer groups' reaction to e-commerce and their acceptance level • Understand the legal norm of online business platform as stipulated by the government and governing bodies • Master the skills in browsing and retrieving information from the online business platform • Understand the essential factors and techniques of successful online interactive communication • Understand different types of information technology security systems and their efficacy • Understand market demand by customers' reaction online 2. Plan online market communication <ul style="list-style-type: none"> • Negotiate with supervisor and other related persons to set objectives, strategies and marketing plans for the e-commerce of the organization • Select an appropriate online business platform in accordance with factors such as the organization's sales strategies, characteristics of goods and target customer group's online consumption behaviour • Identify appropriate e-commerce tools, e.g. software and hardware, etc. • Formulate the work plan, schedule, budget and performance indicators for the development and implementation of e-commerce • Formulate the design approach and promotional strategies for the online business platform in order to promote corporate image, strengths and characteristics of goods and services • Assess the performance of the online business platform as a marketing tool • Assess customers' online response rate in order to make improvement

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the online business platform and its operating procedures comply with related ordinances and regulatory requirements
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Devise an effective online market communication plan for the organization in accordance with its marketing strategies and its purpose of launching an online business platform in order to assist the overall retail business development.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Implement advertising strategies
Code	105057L4
Range	This unit of competency (UoC) is applicable to marketing staff in the retail industry. It covers the abilities to make judgement and analysis with creativity; implement advertising strategies according to the sales strategies, marketing plan and publicity objectives of the organization in order to improve the sales performance of its products and services and enhance the corporate and brand image.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of advertising strategy <ul style="list-style-type: none"> • Understand the sales and marketing strategic plan of the organization • Understand the current situation of the retail industry and the market positioning of the products of the organization • Understand the characteristics and nature of the products and services of the organization • Understand the objectives and theory of advertising • Master the consumption behaviour and pattern for different target groups of customers • Understand advertising methods for different target groups of customers • Understand the requirements of government and relevant regulatory bodies for advertising and business practices, e.g.: <ul style="list-style-type: none"> • Anti-discrimination ordinances • Consumer protection ordinances • Law of copyright • Fair trading ordinances • Ordinances for protection of privacy, including online trading security • Understand elements for successful advertising and advertising result assessment 2. Implement advertising strategies <ul style="list-style-type: none"> • Set target and key performance indicators for business • Confirm the advertising purpose, requirements and positioning according to the sales plan and target of the organization and product features • Confirm the required advertising resources or budget with relevant departments • Implement advertising strategies and relevant details, e.g.: <ul style="list-style-type: none"> • Purpose and objectives of advertising • Target audience • Performance indicators • Resources required • Work schedule • Advertising media • Relevant legal requirements • Assistance from departments • Work out the executive summary of advertising, including: <ul style="list-style-type: none"> • Characteristics, selling points and information of product • Product and corporate brand image • Organization profile, objective statement and advertising channels • Discuss and cooperate with the advertising agency to bring out creative advertising ideas in the way and mode of expression, arrangement, application of computer technology, etc. so that the advertisement can make a deep impression on consumers

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure compliance with relevant legal and regulatory requirements when implementing advertising strategies
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Formulate a comprehensive cost-effective and marketing-effective advertising strategy according to the sales and marketing strategies of the organization in order to enhance the sales performance and publicity effect of a product or service (in terms of market or competitor's reaction and business impact).
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Implement environmental sales strategies
Code	105058L4
Range	This unit of competency (UoC) is applicable to staff in the retail industry. It covers the abilities to perform judgement and monitoring, implement the established environmental sales strategies and measures of the organization, and apply them to actual sales of products to ensure that the expected results are achieved and the overall benefit of the organization increased.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of environmental sales <ul style="list-style-type: none"> • Understand the environmental sales policies of the organization in order to promote its retail business • Master the established environmental strategies and measures of the organization, e.g.: <ul style="list-style-type: none"> • Green (environmental) inventory • Green (environmental) transport • Green (environmental) packaging • Master the corporate requirements on environmental sales results • Understand the local and international legal requirements on environmental retail • Know how to monitor the implementation of environmental sales measures 2. Implement environmental sales strategies <ul style="list-style-type: none"> • Implement green (environmental) inventory measures, e.g.: <ul style="list-style-type: none"> • Save energy (usage of water, electricity and fuel of warehouse) • Reduce consumption of materials • Promote recycling of materials • Replace traditional materials with recyclable ones (e.g. compact fluorescent light bulb, LED light bulb, etc.) • Implement green (environmental) transport measures, e.g.: <ul style="list-style-type: none"> • Use as few materials and less fuel as possible to complete the goods delivery • Deliver goods with environmental-friendly vehicles (electric cars) • Adopt a more efficient goods delivery arrangement (just-in-time delivery) • Reduce the idle time (intangible resources) between deliveries • Avoid under-loaded deliveries by vehicle (tangible resources) • Implement green (environmental) packaging measures, e.g.: <ul style="list-style-type: none"> • Reduce / eliminate excess packaging in the retail process • Promote simple gift wrapping (e.g. holiday gift box) • Strict compliance with relevant ordinances or measures (e.g. Levy on plastic bags) • Replace plastics bags with environmental-friendly shopping bags (e.g. non-woven bag) • Implement other environmental sales strategies and measures, e.g.: <ul style="list-style-type: none"> • Offer discount to customers who respond to the environmental measures as an incentive • Provide training on environmental knowledge and measures to staff involved in the sales of goods • Monitor the implementation of environmental sales strategies and measures, and report to the higher level when a problem occurs

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Implement environmental sales strategies while protecting the benefit of the organization and the society as a whole• Ensure the environmental sales strategies of the organization and their results meets the relevant legal requirements
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Apply the established environmental sales strategies and measures of the organization to the actual sales of products; and• Monitor the implementation of the environmental sales strategies and measures, and report to the higher level when a problem occurs
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Formulate a market research proposal
Code	105059L5
Range	This unit of competency (UoC) is applicable to staff responsible for market research in the retail industry. It covers the abilities to analyze, plan, re-organize and evaluate a wide range of information; collect and analyze market research information for retail services/products; formulate a cost-effective market research proposal so as to achieve the established market research objectives and promote corporate business development.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of market research <ul style="list-style-type: none"> • Understand the purpose of conducting market research on products/services, e.g.: <ul style="list-style-type: none"> • Develop and introduce new products/services • Sales promotion • Master the methods, techniques and characteristics of market research on products/services • Master factors of consideration when formulating a market research proposal, e.g. manpower, training, costs, etc. • Understand the operation and characteristics of market information system for products/services • Understand the principles, methods and procedures of formulating market research proposal, e.g.: <ul style="list-style-type: none"> • Analyze the scope of research • Confirm research proposal details, including the schedule, implementation procedures, etc. • Set objective criteria for analysis and recommendations • Compile market research report 2. Formulate a market research proposal <ul style="list-style-type: none"> • Formulate a market research proposal according to the organization's requirements and purpose of market research on products/services, including: <ul style="list-style-type: none"> • Identify the purpose and target of market research, e.g.: <ul style="list-style-type: none"> • Market research on target groups • Market research on products/services • Research on pricing • Market research on competitors • Choose appropriate market research methods, content and types • Confirm the implementation procedures for research • Work out the content and format of the research report • Assess the performance of the market research proposal • Establish the market research management and monitoring system and mechanism • Formulate the market research policy on online sales

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the market research information provided is correct and do not violate the Personal Data (Privacy) Ordinance
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Collect and analyze market research information on retail services/products and formulate an appropriate market research proposal; and• Establish the market research management and monitoring mechanism in order to achieve the objectives of the market research of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Formulate brand promotion strategies
Code	105060L5
Range	This unit of competency (UoC) is applicable to staff responsible for formulating sales and promotion strategies in the retail industry. It requires analysis, evaluation, planning and management. It covers the abilities to formulate brand promotion strategies in order to enhance the organization's brand image and increase sales amount according to the organization's business development direction.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of brand image</p> <ul style="list-style-type: none"> • Master the overall brand image and marketing strategies • Understand the organization's objectives and purposes for building the brand of the product • Understand various channels and types of brand building e.g. by creating own brands, by agents, by distributors, by acquisition of brands, etc. • Master various methods and media of brand promotion and their characteristics, e.g. <ul style="list-style-type: none"> • Network media (e.g. Internet, social media, etc.) • Traditional advertising (e.g. television, newspaper, magazines, etc.) • Window display design, posters, commodity display design, etc. • Master the current situation and development of the overall retail industry, including: <ul style="list-style-type: none"> • Trend of market development • Consumer psychology • Competitors' mode of operation • Characteristics and performance of the same type of products • Overall business environment, etc. • Understand the functions, characteristics, strengths and weaknesses, etc. of the products of the organization • Master various kinds of analytical skills and methods, e.g. SWOT (strength, weakness, opportunity and threat), PESTEL (political, economic, social, technical, environmental and legal factors), etc. • Understand the plans and related requirements of the government and the industry with regard to brand certification, e.g. intellectual property, the Made in Hong Kong Mark Scheme, etc.

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	<p>2. Formulate brand strategies</p> <ul style="list-style-type: none"> • Formulate the objectives and purposes for brand building (e.g. new and existing products) • Analyze the development trend of the retail market and the condition of economic environment • Collect and analyze market environment information in order to confirm share of target market • Assess and analyze customers' attitude towards and perception of the product brand • Analyze the market positioning of the product brand • Review and analyze the effectiveness of past marketing activities and give improvement suggestions • Assess and analyze the effectiveness and applicability of various kinds of marketing media, and select the appropriate media for brand promotion and publicity • Formulate new brand strategies, e.g.: <ul style="list-style-type: none"> • Enhance brand awareness • Increase sales channels • Strengthen publicity and promotional activities • Formulate sustainable brand development strategies • Ensure that the formulated brand strategies fit in with the overall image and development need of the organization • Regularly review the effectiveness of brand promotion strategies, and optimize them as needed <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Respect intellectual property and avoid infringement acts when formulating brand strategies for the organization
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Follow the organization's business development policies to formulate brand promotion strategies in order to enhance the brand image of the products and the organization; and • Regularly review the effectiveness of brand strategies and make adjustments as needed.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Forecast product sales performance
Code	105061L5
Range	This unit of competency (UoC) is applicable to staff responsible for product promotion and inventory management in the retail industry. It covers the abilities to analyze, evaluate and consolidate information; forecast product sales performance in order to formulate the business planning process and boost the sales.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of product sales performance forecast</p> <ul style="list-style-type: none"> • Understand the importance of forecasting sales performance of products to the organization, e.g.: <ul style="list-style-type: none"> • Increase cash flow • Control inventory • Analyze sales model and trend • Have an in-depth understanding on target customers and products of the organization • Master the information required for product sales performance forecast, including: <ul style="list-style-type: none"> • Previous and current product sales reports • Previous and current inventory records for products • Relevant information of competitors • Retail market analysis • Customer survey • Previous forecast reports • Understand different types of forecasting methods and skills, e.g.: <ul style="list-style-type: none"> • Market factors index • Chain ratio method • Overall market demand • Understand factors affecting the accuracy of product sales performance forecast

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	<p>2. Forecast product sales performance</p> <ul style="list-style-type: none"> • Perform preliminary work for product sales performance <ul style="list-style-type: none"> • Confirm the forecast period (e.g. short-term, mid-term or long-term) • Collect information, both internal and external • Analyze factors affecting the accuracy of forecast, including: <ul style="list-style-type: none"> • Seasonality of business • Political events • Consumer income • Seasonal or climatic change • Change in economic environment • Conduct product sales performance forecast <ul style="list-style-type: none"> • Consolidate and analyze collected information and forecast the business operation and development trend of the retail market and the effects • Apply the quantitative and qualitative analytical skills to forecast the product sales performance of the organization • Compile a product sales forecast report according to the established standards of the organization • Analyze and compare regularly the discrepancies between the actual sales performance and the sales forecast and their reasons, and keep record of relevant information for future reference <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure the accuracy and actuality of the content of report when forecasting sales performance
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Use appropriate forecasting methods and skills to collect and analyze relevant information, forecast product sales performance and assist in formulating sales planning strategies; and • Analyze the discrepancies between the actual sales performance and the sales forecast and their reasons, and adjust the sales plan accordingly.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Manage an online retail brand
Code	105062L5
Range	This unit of competency (UoC) is applicable to staff responsible for online retail management in the retail industry. It involves planning, technical work, critical analysis, judgement and management. It covers the abilities to manage an online retail brand in order to build a good corporate image and boost the sales.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of online retail brand</p> <ul style="list-style-type: none"> • Understand the overall retail brand promotion and marketing strategies of the organization • Understand factors affecting customer's online buying habit, e.g.: <ul style="list-style-type: none"> • Characteristics of product (e.g. price, uniqueness, practicality, functions, etc.) • Shopping convenience • Advantages and disadvantages of online shopping • Consumption culture and consumption target • Possess knowledge of the retail industry, e.g. market development trend, consumer psychology, competitor's behaviour, market characteristics, etc. • Understand the regulatory and legal requirements of the government on online brand owners and retail environment • Understand various online channels and systems for promoting retail brands, e.g.: <ul style="list-style-type: none"> • Search engine (e.g. Yahoo, Google, etc.) • Social network (e.g. Twitter, Facebook, Weibo, etc.) • Online video (e.g. YouTube) • Corporate website and portal • Mobile phone network

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	<p>2. Manage an online retail brand</p> <ul style="list-style-type: none"> • Perform preliminary research before promoting an online retail brand in order to identify factors affecting the effectiveness of brand promotion, including: <ul style="list-style-type: none"> • Consumer expectation (on personal brand image and product positioning) <ul style="list-style-type: none"> • Convenient • Quick • Cheaper than shops on the street • Factors attracting and encouraging consumers to shop online • Website features that enhance the brand value • Personal information of existing users • Consumers' requirements on online retail products (e.g. price, exclusive offers, speed of delivery, etc.) • Ways to attract consumers to shop online <ul style="list-style-type: none"> • Online promotion • Exclusive online special offer • Master the elements of product branding, including: <ul style="list-style-type: none"> • Brand image • Brand positioning • Brand value • Integrate the use of online and brand management strategies in order to understand consumers' buying experience • Identify appropriate online retail systems and channels to maximize the effectiveness of the online retail brand of the organization, e.g. sales management for group purchase • Establish the implementation plan and performance monitoring mechanism of the online retail brand • Monitor and review regularly the status and result of implementation of the retail branding plan to ensure that the established objectives of the organization are met <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the online retail brand of the organization meets relevant local and international legal requirements
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Implement the preliminary product brand development and research work to identify the most appropriate online retail systems and channels in order to achieve the purpose of promoting corporate brands; • Regularly monitor and review online retail brand promotion activities to ensure that the online marketing and promotion activities conform to the business policies of the organization and create the best online retail brand image for the organization; and • Enhance the online reputation of the organization's retail brand and master its online sales condition and customers' response.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Perform public relations crisis management
Code	105063L5
Range	This unit of competency (UoC) is applicable to staff responsible for public relations in the retail industry. It involves non-routine work and requires judgment and analysis. It covers the abilities to make prompt responses during crisis management and formulate contingency plans for crisis management for the company in order to reduce the effect on customers and business partners and resume normal operation as soon as possible.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Crisis management theories</p> <ul style="list-style-type: none"> • Understand crisis management theories • Understand the organization’s crisis management and its principles and procedures for handling public relations • Understand the coverage and effectiveness, etc. of information released by different media (press conference, newspaper, television, radio, etc.) • Understand the importance of effective communication in the occurrence of crises and master various kinds of communication skills and their strengths and weaknesses, e.g.: <ul style="list-style-type: none"> • Public speeches • Media interviews and introduction • Negotiation skills • Understand the operation mode, process and crises of retail business that likely occur e.g. product safety issues • Understand the consequences of inappropriate crisis management • Master crisis assessment and risk management theories and skills e.g. <ul style="list-style-type: none"> • Risks of life, properties and environment • Risks of corporate image and business reputation • Macro-environmental effects of the society, e.g. economy, politics, etc. • Understand the manpower and resources required, organization and format of guidelines or instruction in the process of crisis management

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	<p>2. Perform PR crisis management</p> <ul style="list-style-type: none"> • Perform risk assessment for the crisis and formulate crisis management policies <ul style="list-style-type: none"> • Identify potential risks and their reasons, and perform risk assessment • Analyze limitation of crisis management and responses made • Formulate crisis management policies, e.g. contingency plans, follow-up work, etc. • Define the role of different parties, structure and way of communication in crisis management • Formulate an appropriate plan for media releases in accordance with the organization's policies and legal requirements <ul style="list-style-type: none"> • Release clear and relevant content that addresses to the target group • Timely disseminate information by established communication channels • Protect information about the rights of various stakeholders • Maintain a professional manner and apply appropriate interpersonal skills during media interviews • Implement crisis management policies <ul style="list-style-type: none"> • Implement crisis management policies promptly in accordance with the organization's established procedures and code of practice, and make appropriate adjustments for individual conditions • Confirm the response priorities of various stakeholders, and provide timely and accurate information for affected business partners and operating departments • Implement the plan for media releases • Monitor the progress of crisis response and management, and properly adjust crisis management strategies as needed • Implement subsequent crisis follow-up work, including: <ul style="list-style-type: none"> • Review and assess the effectiveness of crisis management, give appropriate improvement suggestions, and record and file related information • Report details of the incident to all stakeholders • Activate remedial measures (e.g. resumption of operation, remedial plans) <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Protect the overall benefit of the organization, customers and business partners in crisis management
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Promptly respond to and handle public relations crises in accordance with the organization's crisis management policies and procedures and make proper adjustments for special conditions to reduce damage to corporate image; and • Properly implement crisis follow-up work, review the effectiveness of crisis management policies and give appropriate improvement suggestions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Formulate after-sales service plans
Code	105064L5
Range	This unit of competency (UoC) is applicable to staff of the management level in the retail industry. It requires critical analysis, evaluation and judgment. It covers the abilities to formulate an appropriate after-sales service plan to fit in with the organization's customer service and sales strategies in order to assist the retail business development.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of after-sales service <ul style="list-style-type: none"> • Understand the organization's customer service and sales strategies • Understand customers' requirements and purchasing power for goods • Understand the characteristics of the goods of the organization and its after-sales service • Understand that after-sales service is an important measure to make the organization responsible for consumers, also a means to increase product competitiveness • Understand the details of after-sales service, including: <ul style="list-style-type: none"> • Installation and debug of products for consumers • Technical guidance in areas like usage at the requests of consumers • Guaranteed supply of spare parts for maintenance • Responsibility of maintenance service • Provision of "Three Guarantees" for products, i.e. guarantee for repair, replacement and return • Answering consumers' enquiries • Understand details of after-sales service provided by competitors 2. Formulate the after-sales service plan <ul style="list-style-type: none"> • Formulate an appropriate after-sales service plan to cope with the organization's customer service and sales strategies • Make decisions by referring to the following factors and make the formulated after-sales service network applicable within and outside the territory <ul style="list-style-type: none"> • Local economy and sales ability • Local government policy • Social cultural background • Financial capability of the organization • Business strategies of the organization • Brand image of the organization • Marketing strategies of the organization, etc. • Formulate the standard of after-sales service quality, and provide quality after-sales service for customers • Formulate the assessment principles for after-sales service, in order to assess the service standard of after-sales service staff • Clearly explain to customers the after-sales service provided by the organization • Collect consumers' opinions on the product quality and make improvement accordingly • Regularly review the after-sales service plan (e.g. comparing the service quality of competitors), and give improvement suggestions to the higher level

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the formulated after-sales service plan complies with the related ordinances of the local government
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Formulate an appropriate after-sales service plan to cope with the organization's customer service and sales strategies; and• Review the after-sales service plan and give improvement suggestions to strengthen after-sales service network and enhance after-sales service quality.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Formulate product pricing strategies
Code	105065L5
Range	This unit of competency (UoC) is applicable to staff at the management level of the retail industry. It covers the abilities to critically analyze, re-format, evaluate and consolidate a wide range of information; formulate a competitive product pricing strategies in order to develop the retail business and to increase competitiveness of the organization.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of product pricing <ul style="list-style-type: none"> • Understand the overall business strategy of the organization • Understand different submarkets and sales volumes of goods of the organization • Master key information and data for products of the organization, including: <ul style="list-style-type: none"> • Whether the product is from single origin or multi-origins • Whether the supply of product can be adjusted at any time or not • Whether the customer demand for product is seasonal or not • Customer response and sensitivity to product price elasticity • Effect of changes in product price on overall profits of the organization • Understand the competitive environment faced by the organization's products • Master the procedures of formulating product pricing strategies • Understand government regulation on product pricing, e.g. anti-trust law 2. Formulate product pricing strategies <ul style="list-style-type: none"> • Formulate product pricing strategies according to different submarkets and sales volumes • Analyze the consumption power of different groups of customers in order to set an appropriate price range for product • Evaluate products of competitors in order to set an appropriate price, e.g.: <ul style="list-style-type: none"> • Marketing plan • Sales volume • Product features • Consult the higher level of business management of the organization to confirm the appropriate pricing policy • Cooperate with the organization's actuary or colleagues responsible for data analysis to decide the structure of interest rate and return for individual products • Set the final price of different kinds of goods • Inform all levels of staff of the formulated/revised product pricing strategies through effective channels of communication • Review the product price, improve and reset the pricing to cope with the market demand/response when necessary in order to increase sales volume

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the product pricing strategies formulated are competitive and can promote the retail business development
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Formulate competitive product pricing strategies for the organization; and• Review the product pricing strategies and make improvement suggestions to cope with the market demand or response.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Formulate sales team incentive plans
Code	105066L5
Range	This unit of competency (UoC) is applicable to staff of the management level in the retail industry. It requires critical evaluation, thinking and review. It covers the abilities to formulate encouraging and motivating sales team incentive plans in accordance with factors such as the organization's sales strategies, marketing objectives and resources in order to enhance sales performance to cope with the overall retail business development.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of sales team incentive plans <ul style="list-style-type: none"> • Understand the organization's sales strategies and marketing objectives • Master the organization's human resources management policies • Master the performance, competitiveness and development potential of goods of the organization • Understand the current condition and development trend of the overall retail market • Understand the basic factors that affect the sales performance of the organization, e.g. seasonal factor, competitors • Master the performance of the organization's sales team and the quality of individual salespersons • Understand details of the sales team incentive plans of the retail industry, e.g.: <ul style="list-style-type: none"> • Commission arrangement and percentage • Criteria for special recognition and monetary/tangible rewards • Rules of penalty for not meeting targets, etc. 2. Formulate encouraging and motivating sales team incentive plans <ul style="list-style-type: none"> • Assess the possibility of increasing sales volume and the cost required in accordance with the existing sales performance of the goods of the organization and the market condition • Assess the potential and magnitude of raising sales volume by the incentive plan in accordance with the sales team's past performance and the quality of individual salespersons • Formulate sales team incentive plans, e.g.: <ul style="list-style-type: none"> • Commission percentage that increases progressively with sales volume • Promotion arrangement that accords with long-term sales performance • Profit sharing schemes for outstanding salespersons • Employee stock purchase plans • Special recognition programmes for staff, e.g. bonus or a certificate of appreciation • Other forms of incentives, etc. • Let related salespersons and executives clearly understand details of the incentive plan by means of effective communication channels • Regularly review and assess the results of the related incentive plan and modify the scheme as needed

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">The sales team incentive plan formulated can enhance team spirit and staff morale
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">Formulate an encouraging sales team incentive plan that fulfills the organization's needs in accordance with factors such as the organization's sales strategies and marketing objectives in order to enhance sales performance and cope with the overall retail business development; andRegularly review and assess the results of the related incentive plan.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Master the retail market trend
Code	105067L5
Range	This unit of competency (UoC) is applicable to staff responsible for business development in the retail industry. It requires critical analysis and evaluation, and covers the abilities to analyze market factors and statistical data in order to capture the development trends of the retail market and the industry and to promote the planning of corporate business development.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of retail market</p> <ul style="list-style-type: none"> • Understand the overall business objectives and strategy of the organization • Understand the products and services of the organization • Understand different ways of collecting retail business data, e.g.: <ul style="list-style-type: none"> • Consumer/ customer survey • Task group • Market information • Census and Statistics Department • Industry research/survey • Understand the development and market trends of the local and the mainland's retail industry • Understand different analytical tools and skills, e.g.: <ul style="list-style-type: none"> • SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) • PEST analysis (Political, Environmental, Social and Technological) • Market positioning map • Construct proposal • Understand different forecast techniques, e.g.: <ul style="list-style-type: none"> • Delphi technique • Forecast • Building a model • Proposal planning <p>2. Master the retail market trend</p> <ul style="list-style-type: none"> • Identify information required by the objectives and scope • Conduct SWOT analysis for the organization to identify factors for improvement • Use statistical data and market information to analyze the development trends of the market and the industry • Analyze existing and potential competitors, including features and quality of their products and services, in order to identify potential opportunities or threats • Forecast future development of the market and the industry

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">Analyze market statistics and relevant market information objectively, accurately and impartially
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">Analyze statistical data and market information, and forecast the development trends of the market and the industry in order to promote the business development of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Formulate sales team management strategies
Code	105068L6
Range	This unit of competency (UoC) is applicable to staff responsible for sales strategy formulation in the retail industry. It covers the abilities to execute complex planning, design and management of service, operation or work process; analyze and evaluate sales team's performance, market and competitors' conditions, etc. in order to formulate sales team management strategies to support the organization's retail business development.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Human resources management knowledge</p> <ul style="list-style-type: none"> • Understand the structure and functions of the sales teams of the organization, e.g.: <ul style="list-style-type: none"> • Sales districts • Sales teams • Understand the human resources policies of the organization in recruitment, selection, training, etc. • Understand the established sales staff salary management policies of the organization, including: <ul style="list-style-type: none"> • Salary and commission system • Performance appraisal system • Labour related legislation • Master various types of performance appraisal methods and their advantages, including: formal and informal, SWOT (Strength, Weaknesses, Opportunities & Threats), etc. • Understand different sales staff training methods • Master the staff relations management strategies of the organization, e.g.: <ul style="list-style-type: none"> • Mechanism for resolving internal conflicts • Complaint and disciplinary procedures • Understand various ways of motivating and building team spirit and their techniques

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	<p>2. Formulate sales team management strategies</p> <ul style="list-style-type: none"> • Analyze the conditions and trend of the supply and demand of sales staff in the retail industry, including: <ul style="list-style-type: none"> • Number of employees • Market demand • Employee turnover rate • Education level • Costs for retaining competent staff • Formulate sales team models and strategies of the organization, e.g. districts, teams, etc. • Formulate appropriate sales staff management strategies according to the corporate business management and human resources policies <ul style="list-style-type: none"> • Strategy for recruiting qualified sales staff • Ways and strategy for retaining competent staff • Internal training mechanism and strategy • Promotion, reward and punishment system, e.g. powers and functions, promotion ladder, remuneration and benefits, rewards, etc. • Job allocation system • Performance appraisal system • Building team spirit • Analyze and review the performance of sales teams regularly; make improvement suggestions to ensure the established sales target be achieved <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • The sales team management strategies formulated support the development of the organization's retail business and cope with the development trend of the industry
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Analyze and evaluate the organization's demand for sales staff according to its operation objectives and business development; and • Formulate appropriate sales staff management strategies for recruitment, training, management and performance appraisal, etc. according to the organization's operation and human resources management policies.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Formulate marketing strategies
Code	105069L6
Range	This unit of competency (UoC) is applicable to staff responsible for policy formulation in the retail industry. It covers the abilities to critically analyze and evaluate the overall retail market environment, formulate a set of marketing strategies most suitable for the business needs of the organization in accordance with its market development objectives in order to enhance its reputation and market share.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of marketing management</p> <ul style="list-style-type: none"> • Master the development and competitive environment of the overall retail market, including the overseas and local market • Understand various market positioning theories, e.g.: <ul style="list-style-type: none"> • Application of marketing portfolio • Consumer goods market • Customer-oriented and product-oriented • Understand the concept of local market environment and market segmentation • Understand the government regulations and requirements on marketing, e.g. local and international • Understand the established mission, operation strategy and market objectives of the organization • Understand the consumer psychology, demand, etc. of different customer groups • Master the techniques and procedures for research and analysis of market strategic plan <p>2. Formulate marketing strategies</p> <ul style="list-style-type: none"> • Evaluate the capacity of the organization, including that of finance, human resources, information technology • Evaluate and interpret information collected, including: <ul style="list-style-type: none"> • Overall retail market condition • Market sales structure • Product life cycle • Target market positioning and its development potential, e.g.: target group of customers, region, service type and market positioning mode • Business operation and development forecast • Shopping motivation, consumption pattern and characteristics of the target group of customers • Marketing cost, financial budget, etc. • Forecast the retail market trend and formulate marketing objectives • Formulate methods to manage and monitor the market strategic plan • Connect the market strategic plan and key performance indicators with the established mission and operation strategy of the organization, and review them accordingly

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the market strategic plan formulated copes with the latest retail market development
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Analyze factors such as market environment, customer behavior, product features, corporate resources and strengths, in order to formulate market strategies that can promote the development of the organization; and• Review and evaluate the effectiveness of the market strategies, and make appropriate adjustment and optimization accordingly.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Formulate market development objectives
Code	105070L6
Range	This unit of competency (UoC) is applicable to staff responsible for marketing policy formulation in the retail industry. It covers the abilities to critically and comprehensively analyze and evaluate factors such as market environment, past and present sales performance, operation strategy of the organization, etc., in order to formulate feasible proactive market development objectives.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of market development <ul style="list-style-type: none"> • Master corporate mission and vision • Understand the objectives, business portfolio and sales opportunities of the organization • Understand the SMART techniques (Self-monitoring Analysis and Reporting Technology) and theory • Master the operational and analytical skills for various strategies, e.g.: SWOT (strength, weaknesses, opportunities & threats) , PESTEL (political, economic, social, technological, environmental and legal factors) , etc. • Understand relevant legal norms and sales codes of practice <ul style="list-style-type: none"> • Copyright Law • Privacy Policy • Code of practice for direct sales • Understand the micro and macro environment of the company 2. Develop corporate marketing objectives, plan and mode as policies <ul style="list-style-type: none"> • Discuss and confirm the corporate mission and vision, business policy and development objectives with relevant departments • Review and analyze past sales performance indicators to see whether they meet the objectives or not in order to identify factors for success and areas for improvement • Use appropriate analytical methods and skills to evaluate current micro and macro environment as well as competitive potential of the organization • Analyze and evaluate the past successful market share ratio of the organization, and master new market opportunities favourable to its business development • Fully consider all factors when developing marketing objectives <ul style="list-style-type: none"> • Opinions of key stakeholders • Legal norms for business development • Business and market forecasts, finance and resources of the organization • Strategic goals and relevant performance indicators of the organization 3. Exhibit professionalism <ul style="list-style-type: none"> • The market development objectives formulated are proactive and can promote corporate business development
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Analyze and evaluate factors such as marketing needs and market development opportunities of the organization, in order to develop marketing objectives that match its business policy and support its business development.
Remark	

Units of Competencies for Customer Services

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Provide support and advice to customers
Code	105071L1
Range	This unit of competency (UoC) is applicable to staff responsible for customer service or sales-related work in the retail industry. It covers the abilities to provide general support and consulting service to customers according to corporate procedures and standard. Complex technical support / enquiries will be referred to suitable technical personnel or departments to follow up.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of general customer support <ul style="list-style-type: none"> • Understand the importance of customer relationship and customer service • Master the customer service procedures of the organization • Master interpersonal skills, including: <ul style="list-style-type: none"> • Letting the customers feel warm and courteous • Being sincere and willing to help • Letting the customers feel comfortable and reliable • Being objective and impartial • Master the basic skills of customer service • Master the features and characteristics of products / services 2. Provide support and advice to customers <ul style="list-style-type: none"> • Answer general enquiries politely from visiting or calling-up customers on products / services • Use appropriate questioning techniques to identify customer's needs when they make requests or need help • Understand customers' questions or needs, and provide them with suitable advice / support, e.g.: <ul style="list-style-type: none"> • Recommend products and alternatives • Quote the product price and compare with similar products • Introduce product features, including the strengths, restrictions, operation, safety devices, etc. • Demonstrate the general operation and using steps of the products • Recommend associated care products and accessories • Seek help from the higher level for difficult questions or queries • Handle customer enquiries on different kinds of products / service effectively • Apply the good knowledge of products and shop facilities of the organization in answering customers' general enquiries, e.g.: <ul style="list-style-type: none"> • Locations of and products / services provided by different departments • Provide information on prices, promotions and discounts • Car park location and free parking details • Information on locations, routes and charges of different forms of public transport • Other facilities of the shop / mall, e.g. public telephone and toilet • Explain clearly to the customers the reasons why it is more appropriate to refer their enquiries to other departments

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the advice / support provided satisfies customers' needs and requirements, and maintain good relationship with customers
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Apply customer service skills, understand customers' needs, and provide advice and support to their satisfaction.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Serve customers
Code	105072L1
Range	This unit of competency (UoC) is applicable to staff responsible for customer service or sales-related work in the retail industry. It covers the abilities to use simple communication skills to serve customers according to corporate procedures and standard, and understand their needs in order to facilitate transactions.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of serving customers <ul style="list-style-type: none"> • Know about the basic knowledge of serving customers, including: <ul style="list-style-type: none"> • Requirements and standard of the organization on one's individual appearance • Procedures and standard of the organization on serving customers • Verbal communication and interpersonal skills • Know about the psychological condition of customers and their needs for retail products, including: <ul style="list-style-type: none"> • Understand customers' preference and needs for products by conversation and observation • Understand the characteristics of different types of customers • Understand the range of products/service provided by the organization • Know how to serve customers with good attitude, including: <ul style="list-style-type: none"> • Being polite • Being attentive • Listening with patience • Being sincere 2. Serve customers <ul style="list-style-type: none"> • Make sure the personal appearance meets the established standard of the organization • Serve customers and make self-introduction according to the established procedure of the organization, and let the customers experience the serving procedures throughout the shopping process (including entering the shop, shopping and leaving the shop) • Employ effective communication skills, such as asking customers questions in open and direct forms • Answer enquiries professionally and politely and provide useful information to customers 3. Exhibit professionalism <ul style="list-style-type: none"> • Follow the requirements of the organization and maintain the corporate image when serving customers • Possess the customer-oriented service attitude
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Serve customers and handle their enquiries and transactions with courtesy; and • Obtain contact and shopping information from customers according to corporate procedures.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Comply with professional ethics and staff code of practice
Code	105073L1
Range	This unit of competency (UoC) is applicable to staff in retail workplace. It covers the abilities to know job ethics, staff code of practice and the Employment Ordinance of Hong Kong, and follow the code of conduct that conforms to the corporate image to perform routines in familiar working environment.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of professional ethics and staff code of practice <ul style="list-style-type: none"> • Understand the requirements for job ethics and staff code of practice, including: <ul style="list-style-type: none"> • Personal conduct • Equal opportunities • Respecting privacy • Strictly keeping trade secrets of the company • Understand the importance of complying with job ethics and staff code of practice to the organization • Understand the importance of complying with job ethics and staff code of practice to building the professional image of the organization • Understand the Employment Ordinance of Hong Kong 2. Comply with professional ethics and staff code of practice when performing routines <ul style="list-style-type: none"> • Ensure that the personal behaviour complies with the established staff code of practice • Ensure that the personal behaviour complies with the basic requirements for professional ethics • Perform routine operations in a fair and proactive manner • Be in line with the overall retail operation and support the business development of the organization • Comply with the provisions of the Employment Ordinance of Hong Kong 3. Exhibit professionalism <ul style="list-style-type: none"> • In no circumstances should act against the benefit of both the organization and the customers
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Comply with corporate guidelines when performing routines so as to project the corporate image and support the business development of the organization; and • Master the provisions of the Employment Ordinance of Hong Kong.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Build up relationship with customers
Code	105074L2
Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. It covers the abilities to build up relationship with customers according to corporate procedures and standard, understand customers' purchase needs, provide suitable information to help them choose suitable products, and recommend new products and services to them.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of building up customer relationship <ul style="list-style-type: none"> • Understand the importance of good customer relationship • Master the customer service policies and procedures of the organization • Understand the legal requirements for maintaining customer database • Master the skills of building up customer relationship, e.g.: <ul style="list-style-type: none"> • Good communication skills • Good personal image • Understand the psychology of the customers • Able to deal with difficult customers • Master basic selling skills 2. Build up relationship with customers <ul style="list-style-type: none"> • Use all kinds of formal and informal channels to communicate with customers, e.g.: <ul style="list-style-type: none"> • Meeting • Customer hotline (e.g. shown on the receipt) • Email / on-line conversation / Facebook • Customer feedback form (placed in all retail stores) • Fax • Use appropriate communication skills to build up trust with customers • Identify customers' purchase needs by: <ul style="list-style-type: none"> • Observing their body language • Asking about how to help them • Accessing the corporate customer database • Provide customer service <ul style="list-style-type: none"> • Leave the customers with good impression • Give accurate information to customers' enquiries • Provide products to meet customers' needs • Recommend suitable new products to the customers • Collect information from customers in permitted circumstances according to corporate guidelines for future promotional use (e.g. invite them to be VIP customers) 3. Exhibit professionalism <ul style="list-style-type: none"> • Follow corporate guidelines and avoid fraudulent act in building up customer relationship
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Build up relationship with customers, understand their needs and help them choose suitable products.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Use good communication skills to facilitate transactions
Code	105075L2
Range	This unit of competency (UoC) is applicable to the staff in the retail industry. It covers the abilities to use good communication and interpersonal skills to foster positive interaction with the customers, so as to gain their trust and commitment and help the organization develop its retail business.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of communicating with customers <ul style="list-style-type: none"> • Know about the customer relationship strategies of the organization • Understand the customer service performance criteria of the organization • Understand the importance of establishing good relationship and fostering positive interaction with customers • Understand the elements of fostering positive interaction with customers, including: <ul style="list-style-type: none"> • Using effective listening and questioning techniques • Understanding customers' needs and complaints accurately, and handling them quickly • Strictly following the customer relationship strategies • Providing quality service environment • Understand the organization's procedures and correct ways of reporting customer feedback and complaints 2. Use good communication skills to facilitate transactions <ul style="list-style-type: none"> • Have comprehensive interaction with customers according to the customer relationship strategies and guidelines of the organization, e.g.: <ul style="list-style-type: none"> • Greet and farewell to customers politely when serving them • Recommend organization's products and services skilfully to customers at the right time • Listen carefully to customers' needs or enquiries • Listen and take down customer's feedback or complaints on products or service politely • Provide service to customers appropriately, including: <ul style="list-style-type: none"> • Communicating with customers in a professional manner according to corporate guidelines • Meeting reasonable requirements of customers within the limit of authority delegated by the organization • Recording detailed information of customers accurately when necessary while protecting their privacy • Try to get customers' future contact to help the organization develop business • According to corporate guidelines, handle emotional and difficult customers appropriately, including: <ul style="list-style-type: none"> • Trying not to stimulate the customers and calm down their emotion • Recommending reasonable solutions that are allowed by the organization and can effectively compensate the customers as far as possible • Referring the customers to the higher level when necessary while still providing assistance • Ensure that the communication with customers meets the customer service performance criteria established by the organization

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Communicate with customers professionally and prevent cheating of any kind
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Use customer communication and interpersonal skills to foster positive interaction with customers; and• Gain customers' trust and commitment so as to help the organization develop its retail business.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Implement quality customer service scheme
Code	105076L3
Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. It covers the abilities to make judgement and analysis; implement customer service management and provide quality service according to the quality customer service scheme, procedures and standards of the organization so as to satisfy customer needs and develop the retail business of the organization.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of quality customer service <ul style="list-style-type: none"> • Be familiar with the characteristics and features of the products of the organization • Understand the customer service scheme of the organization • Know the definition of quality customer service, including: <ul style="list-style-type: none"> • Difference between quality service and service • Forms of quality service <ul style="list-style-type: none"> • Customer perception • Customer expectation • Discrepancy between standard service and real service • Understand the characteristics of customer service in the retail industry and the elements of retail service management, such as: <ul style="list-style-type: none"> • Customer value-added service • Customer service culture • Customer satisfaction • Understand the rules and skills for retail service staff, such as: <ul style="list-style-type: none"> • Discipline and service code • Good communication skills • Good personal image • Understanding customer psychology 2. Implement quality customer service scheme <ul style="list-style-type: none"> • Provide quality service to customers according to customer service standards of the organization, e.g.: <ul style="list-style-type: none"> • Master factors affecting customer's choice of products or services • Listen patiently to customers' enquiries / feedback • Identify customers' real needs and handle their concerns properly • Analyze customers' feedback or complaints • Perform customer service management routines in retail locations • Service quality record management • Customer record and information management • Electronize customer service management, e.g.: <ul style="list-style-type: none"> • Web database • Confidential database for customer information • Review quality service standards and the quality of customer service provided by the organization according to changes in market environment, and recommend improvements

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Respect personal privacy when handling personal information of customers, and will not disclose, transfer or re-sell any customer information to the third party without authorization• Consider the benefit of both the organization and the customers when implementing the customer service scheme• Build and maintain quality customer service relationship with a sincere attitude and good interpersonal skills
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Implement customer service management according to established corporate procedures; and• Provide quality service and let the customers leave good impression on the products / services of the organization, in order to strengthen and develop its business.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Compile customer relationship management (CRM) system data
Code	105077L3
Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. It covers the abilities to make careful analysis and judgement; and use different CRM systems to compile data or reports to help the organization develop its retail business.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of CRM system <ul style="list-style-type: none"> • Understand the basic objectives of customer relationship management of the organization, e.g. provide better customer service • Understand the functions, content and operating procedures of the CRM systems of the organization, including: <ul style="list-style-type: none"> • Category, level and time limit of information stored • Method, procedures and authority of accessing information • Method of compiling data or reports • Understand the requirements of different departments/units on customer data, including: <ul style="list-style-type: none"> • Level of detail of information • Timeliness of information • Sensitivity of information • Understand relevant legal requirements, e.g. Personal Data (Privacy) Ordinance • Master the techniques of operating E- CRM system 2. Compile customer relationship management system data <ul style="list-style-type: none"> • Search and access data from different CRM systems according to the requirements of different departments/units • Ensure that the presentation and format of the data or reports meet the requirements of different departments/units • Use data and reports provided by the CRM systems to help design the relevant CRM activities • Ensure that only the authorized departments/units can access relevant data or reports • Adjust or change the method and procedures of compiling data of CRM systems to cope with the computer hardware and software upgrade 3. Exhibit professionalism <ul style="list-style-type: none"> • Do not use the CRM systems to act against the benefit of the organization and customers in any case • Strictly follow relevant legal requirements when processing and compiling data
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Use the CRM systems of the organization effectively to compile necessary data and reports for relevant departments/units.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Master consumer psychology and behaviour
Code	105078L3
Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. It covers the abilities to make analysis and judgement; master consumer behaviour psychology and apply general techniques of promoting and selling products / services to facilitate transaction.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of consumer behaviour <ul style="list-style-type: none"> • Understand the characteristics of individual buyer <ul style="list-style-type: none"> • Cultural factor • Social factor • Personal factor • Psychological factor • Understand the decision making process for buying <ul style="list-style-type: none"> • Buying role <ul style="list-style-type: none"> • Initiator • Influencer • Decider • Buyer • User • Decision making process for buying <ul style="list-style-type: none"> • Awareness of question • Data research • Assessment of plan • Decision of buying • Behaviour after buying 2. Master consumer psychology and behaviour <ul style="list-style-type: none"> • Give suitable advice on products / services according to the characteristics of consumers' psychology and behaviour in order to facilitate customers' decision of buying • Analyze the strengths and weaknesses of competitors' products / services • Master general techniques of promoting and selling products / services 3. Exhibit professionalism <ul style="list-style-type: none"> • Possess a customer-oriented service attitude and ensure that the customers are satisfied with the products and services of the organization.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Master consumer psychology and behaviour, and apply general techniques of promoting and selling products / services to facilitate transaction.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Handle customers' complaints
Code	105079L3
Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. It covers the abilities to make judgement, handle customers' complaints effectively according to the procedures and criteria of the organization, and follow up to customers' satisfaction.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of handling customers' complaints</p> <ul style="list-style-type: none"> • Understand the organization's established guidelines and procedures for handling customers' complaints <ul style="list-style-type: none"> • Quality customer service • Guidelines on handling difficult customers • personnel authorized by the organization to settle customers' complaints and their limit of authority • Procedures for referring cases of complaint • Procedures for settling complaints • Understand the products and services of the organization • Understand retail-related ordinances, e.g. customer rights, consumer rights, etc. • Good interpersonal relationship and communication skills • Understand the authority and responsibilities of the working position • Master good communication and listening skills <p>2. Handle customers' complaints</p> <ul style="list-style-type: none"> • Understand the details and causes of complaints, including: <ul style="list-style-type: none"> • Service or product related • Time of the incident • Location of the incident • Staff involved at that time • Other details concerning the incident • Take appropriate measures to settle the problems in accordance with corporate guidelines <ul style="list-style-type: none"> • Refer the cases to appropriate persons to settle • Offer suitable solutions such as compensation, apology, etc. • Inform the customers about the progress and results, and ensure that they are satisfied • Maintain records of the complaints and devise action plans for improvement, and review regularly to avoid similar problems to occur again

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Possess good manners, rationality, empathy and good listening skills• Use interpersonal communication skills to establish and maintain quality customer service relationship• Consider and balance the interest of the organization and the customers when handling customers' complaints
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Master the details and causes of complaints :• Offer suitable solutions to the customers and follow up to their satisfaction; and• Maintain records of the complaints to avoid similar incidents to occur again.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Review products and services to maintain customer satisfaction level
Code	105080L4
Range	This unit of competency (UoC) is applicable to staff responsible for selling products or customer service in the retail industry. It covers the abilities to make some analysis and judgement; follow corporate guidelines to ensure that customers are satisfied with the products/services provided by the organization; and maintain customer satisfaction level by reviewing the products and services regularly.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand factors affecting customer satisfaction level <ul style="list-style-type: none"> • Understand the importance of customer relationship and customer service • Master customer service procedures and policies of the organization • Understand the products/services provided by the organization or the shop • Understand factors affecting customer satisfaction level: <ul style="list-style-type: none"> • Characteristics of products/services • Price of products/services • Quality stability • Packaging aesthetics and safety • Product diversification • Master customer survey and analysis techniques 2. Review products and services to maintain the stability of customer satisfaction <ul style="list-style-type: none"> • Conduct market research to analyze customer demand and satisfaction level for products/services, such as conducting: <ul style="list-style-type: none"> • Premium customer survey regularly • Focus groups/general customer surveys in the retail stores regularly • Comprehensive surveys in the organization, branches and all service points • Master the product/service performance data • Compare to the performance of competitors and analyze the market sales strategies • Formulate a product/service enhancement plan based on the market research report, e.g.: <ul style="list-style-type: none"> • Marketing and promotion strategies • Image revamp • Repackage • Price adjustment • Placing the product in the right shop or on the right shelf • Increase inventories • Internal staff training • Coordinate with all relevant departments to launch the enhancement plan • Monitor product/service performance and satisfaction level, and consider to discontinue products/services which are often poorly performed

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Protect the benefit of the organization when reviewing the products/services• Review the products or services in a professional manner without any deception or malpractice
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Use market research information to review products/services of the organization in order to maintain customer satisfaction level.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Manage mystery shopper activities
Code	105081L4
Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. It requires careful analysis and judgement. It covers the abilities to manage retail mystery shopper activities to master the actual customer service performance in order to further enhance the overall retail service level and facilitate business development.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of mystery shopper activities</p> <ul style="list-style-type: none"> • Understand the customer relationship strategies of the organization • Understand the sales target and strategies of the organization • Understand the key purposes of mystery shopper, including: <ul style="list-style-type: none"> • Improving the retail business by assessing the service quality of staff • Giving recognition to retail stores and relevant staff that provide outstanding service • Providing information to further improve the customer service of the organization • Putting into practice a high level of service for the whole retail industry of Hong Kong • Know about the mystery shopper service providers, and the guidelines, rights and obligations of participating the service programme • Understand the general assessment criteria for mystery shopper programme, such as: <ul style="list-style-type: none"> • Shopping environment • Shopping experience • Process of completing the transaction • Master the techniques of reading important information in the assessment report of mystery shopper programme

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Competency	<p>2. Manage mystery shopper activities</p> <ul style="list-style-type: none"> • Decide whether the mystery shopper programme is applicable to the retail business of the organization and the degree of joining in accordance with the customer relationship and sales strategies of the organization • Coordinate with the mystery shopper service provider to work out the arrangement for joining the programme, including: <ul style="list-style-type: none"> • Deciding the actual category of retail groups the organization is in • Cycle and frequency of visit by a mystery shopper • Participation schedule, e.g. number of phases in a year • Manage the details of mystery shopper programme activities and negotiate assessment criteria, such as: <ul style="list-style-type: none"> • Shopping environment <ul style="list-style-type: none"> • Appearance of the service staff • Store management • Shopping experience <ul style="list-style-type: none"> • Help offered by the service staff • Knowledge of commodities / services provided • Attitude and initiative of the sales staff • Inventory and price information of the commodities / services • Process of completing the transaction <ul style="list-style-type: none"> • Cashier service • Leaving of customers • After-sales service • Team spirit • Examine the assessment report after the completion of mystery shopper programme, and recommend improvement measures to the higher level, e.g.: <ul style="list-style-type: none"> • Overall performance of the organization, conclusion and information and data • Comparison with the performance of companies in the same category • Comparison with the performance of companies of the retail industry as a whole • Analysis of the trend of the retail industry • Service trend of the organization, including the performance trend for each assessment item • Actions of recognition recommended <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Maintain the customer-oriented service attitude when managing mystery shopper activities • Respect the objective facts in the mystery shopper assessment report without making any concealment or deception
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Manage properly the retail mystery shopper activities joined by the organization in order to master the actual customer service performance of the organization and enhance the level of retail service; and • Facilitate the retail business development of the organization with mystery shopper activities.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Review customer service scheme
Code	105082L4
Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. It covers the abilities to judge, analyze, and assess the customer service scheme and performance indicators effectively according to the strategies and objectives of the organization so as to improve customer service, develop corporate business and enhance corporate image.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of customer service <ul style="list-style-type: none"> • Understand the business strategies and objectives of the organization • Understand the customer service scheme and performance indicators of the organization • Understand the formulation of customer service indicators, such as: <ul style="list-style-type: none"> • Quantification of service indicators (e.g. statistics on complaints/feedback received) • Customers' standard for quality • Customers' level of understanding • Service expectation • Deviations between standard quality of customer service and service expectation • Results of improvement in service quality • Service edge 2. Review customer service scheme <ul style="list-style-type: none"> • Assess the customer service scheme, including its principle, scope, method, procedure, workflow, confidentiality and limitation, etc. • Formulate and quantify performance indicators of customer service, in terms of: <ul style="list-style-type: none"> • Business turnover • Number of visits by the customers • Profit returns • Number of complaints • Proportion of new customers to customer loss, etc. • Formulate an assessment plan for the customer service scheme <ul style="list-style-type: none"> • Scope of assessment • Assessment method • Assessment procedures • Follow-up and improvements in service management • Review the customer service scheme • Formulate a report to improve the service scheme

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Review the customer service scheme according to the strategies and objectives of the organization• Ensure the customer service of the organization is provided professionally to customers' satisfaction
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Assess the customer service scheme and performance indicators according to the objectives of the organization in order to improve customer service and develop corporate business; and• Formulate a customer service assessment plan.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Establish customer service performance criteria
Code	105083L5
Range	This unit of competency (UoC) is applicable to staff responsible for policy formulation in the retail industry. It covers the abilities to make critical reviews, consolidation and evaluation; establish and implement a suitable set of customer service performance criteria according to the customer relationship strategies of the organization in order to enhance its image and retail business °
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of customer service performance criteria</p> <ul style="list-style-type: none"> • Understand the customer relationship strategies of the organization • Master the personnel and resource allocation involved in carrying out customer service by the organization • Understand customer requirements on retail products, e.g.: <ul style="list-style-type: none"> • Range of product (Is it complete?) • Product quality (Is it good among similar products?) • Whether the product is timely(e.g. clothing or accessories) • Product price (Is it competitive?) • Understand customer requirements on the retail service provided, e.g.: <ul style="list-style-type: none"> • Is the staff always courteous to customers? • Are customer enquiries always answered satisfactorily? • Can the customer pledge be fulfilled? • Are customers' special needs or requirements taken care of? • Master the general customer service performance indicators for retail business

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Competency	<p>2. Establish customer service performance criteria</p> <ul style="list-style-type: none"> • Establish the service scope and standard according to the customer relationship strategies of the organization • Analyze customer feedback and identify customers' requirements on the services of the organization • Set the objectives of quality guarantee for customer service of the retail business • Analyze the operation and requirements of different business units in order to set the customer service quality standard • Enable staff of different departments to understand and master the established customer service performance criteria through various effective communication channels • Implement total quality management in customer service routines • Plan measures to ensure a smooth implementation of customer service, including: <ul style="list-style-type: none"> • Organizing activities to enhance staff's understanding of the customer service pledge • Organizing staff training activities to enhance the awareness of quality management policies and scheme • Identifying staff training needs in product management • Enhancing the cultural quality of staff through training and other activities to ensure consistency of services provided • Plan measures to promote "quality first" culture, including: <ul style="list-style-type: none"> • Establishing excellent service award schemes, quality service awards, etc. • Launching quality service activities to strengthen the relationship with customers and expand business opportunities • Analyze customer service performance information and compare with the established standard and performance indicators in order to identify areas in quality management that need to be strengthened <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Strictly follow the established customer relationship strategies of the organization in setting and implementing the customer service performance criteria • Protect the overall interests of the organization and the customers
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Analyze customer requirements, service performance and operating needs of different units in order to set the customer service performance criteria; and • Enable staff of different levels to understand the customer service performance criteria through various communication channels, and organize suitable activities according to different staff training needs in order to promote the quality indicators and culture.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Establish quality guarantee for customer satisfaction
Code	105084L5
Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. It covers the abilities to make critical analysis, evaluation and decision; formulate a customer service quality guarantee mechanism for the organization to ensure that customers receive the best quality customer service and promote good corporate image.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of quality customer service management</p> <ul style="list-style-type: none"> • Understand corporate business strategies and objectives • Understand customer service strategies of the organization • Understand service quality management, e.g. quality service standard • Understand factors affecting service quality <ul style="list-style-type: none"> • Customer satisfaction level • Customer loyalty • Total Quality Management culture • Understand customer service performance indicators, e.g.: <ul style="list-style-type: none"> • Quantification of performance indicators • Customers' standard of service quality • Customers' level of understanding • Service expectation • Deviations between service standard and service expectation • Pledged level of service <p>2. Establish quality guarantee for customer satisfaction</p> <ul style="list-style-type: none"> • Use the survey statistics to understand customer's level of satisfaction towards a particular service of the organization • Analyze the gap between real service quality and the service quality pledged by the organization • Set the quality service standard of the organization, e.g.: <ul style="list-style-type: none"> • Staff's service level pledge • Return guarantee • Establish an information disclosure scheme to improve service and build the corporate culture of quality guarantee • Formulate quality monitoring to monitor the service level standard • Formulate training programmes on quality guarantee for customers so that employees of different levels can have the opportunity to receive training • Formulate service quality review and enhancement procedures

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Take care of the benefit of both the customers and the organization when formulating quality guarantee for customer satisfaction
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Base on the survey statistics to find out the inadequacies in the organization's service quality; and• Formulate a service quality guarantee mechanism to meet the expectation of customers and to develop corporate business.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Formulate customer service scheme
Code	105085L5
Range	This unit of competency (UoC) is applicable to staff responsible for policy formulation in the retail industry. It covers the abilities to plan, design and perform technical tasks; formulate customer service scheme to provide quality service according to the operational policy of the organization and the market trend, so as to enhance the corporate image and business.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of customer service scheme <ul style="list-style-type: none"> • Understand the criteria and requirements on high quality customer service of the retail industry • Understand the strengths of and challenges faced by the organization • Understand policy and future development of the organization on providing service • Understand the changes in the industry and market environment • Understand the effect of government policy and measures on the retail industry and the formulation of customer service scheme, e.g. the individual visit scheme for mainland residents • Understand similar measures on customer service implemented by competitors 2. Formulate customer service scheme <ul style="list-style-type: none"> • Formulate customer service scheme for the retail industry according to the operational policy of the organization and the market trend, e.g.: <ul style="list-style-type: none"> • Design service operation system <ul style="list-style-type: none"> • System blueprint and framework • Key service personnel scheme • Formulate routine operation scheme for the organization <ul style="list-style-type: none"> • Code of practice and staff discipline for customer service • Workflow and steps for designing retail services • Service environment management, such as the hygiene, lighting and cosiness of retail store • Position the customer service of the organization and identify target customer groups • Formulate electronic customer service scheme for the organization <ul style="list-style-type: none"> • Corporate retail website's databank • Procedures for handling electronic enquiries • Establish customer service assessment mechanism, e.g. rewarding and penalty mechanism for staff • Master market changes and adjust the customer service scheme accordingly • Master the changes in customer service made by competitors, and adjust the customer service scheme accordingly

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Protect the overall benefit of both the organization and the customers when formulating customer service scheme• The service scheme formulated should comply with relevant legal requirements, e.g. Personal Data (Privacy) Ordinance
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Formulate customer service scheme according to the operational policy of the organization and the market trend to strengthen and develop the retail business of the organization; and• Master the market changes of the retail industry and adjust the customer service scheme accordingly in order to enhance competitiveness.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Formulate customer relationship management (CRM) strategies
Code	105086L6
Range	This unit of competency (UoC) is applicable to staff responsible for policy formulation in the retail industry. It requires critical analysis and evaluation, and covers the abilities to formulate effective CRM strategies according to corporate mission and objectives, so as to retain existing customers, attract new customers and find potential customers to develop retail business.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of CRM strategies</p> <ul style="list-style-type: none"> • Understand CRM theory, including: <ul style="list-style-type: none"> • Market and customer orientation of the industry • Benefit of good customer relationship • Objectives of developing customer relationship <ul style="list-style-type: none"> • Retain existing customers • Win new customers • Maximize customer profits • Understand the generality and uniqueness of the customers in the retail industry • Understand customer relationship in the retail industry, including: <ul style="list-style-type: none"> • Deal management strategy • Relationship management strategy, such as: <ul style="list-style-type: none"> • Partnership • Consultant and problem solver • Affiliation (corporate customers) • Functional relationship • Strategic role of product supplier in customer promotion • Understand the corporate strategy of managing customer information system

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Competency	<p>2. Formulate CRM strategies</p> <ul style="list-style-type: none"> • Formulate effective CRM strategies according to the corporate objectives <ul style="list-style-type: none"> • Formulate the CRM framework • Formulate methods, procedures and workflow of maintaining CRM, such as: <ul style="list-style-type: none"> • Customer screening criteria • Loyal customer programme • Frequent launch of focus groups • Ways to explore new customers • Criteria for classification of customers • Assessment and remedies for customer churn • Handling and follow-up procedures for customer complaints • Make use of the advantage in customer relationship to establish and maintain long-lasting customer relationship in order to keep the loyalty of customers to services/products of the organization • Formulate the revamping strategy for customer relationship, e.g.: <ul style="list-style-type: none"> • Review of customer relationship • Development of the retail market • Pledge of customer relationship and form of feedback • Methods to review and strengthen customer relationship • Apply customer database technology to implement customer relationship strategies, such as: <ul style="list-style-type: none"> • Setting up of computer system procedures • Analysis of customer relationship and business opportunities • E-commerce network • Online market promotion • Development and upgrade of relevant computer hardware and software • Review the corporate CRM strategies regularly and assess the effect of the effectiveness of customer relationship operation on the organization <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Formulate CRM strategies for the benefit of both the organization and the customers • Consider and formulate CRM strategies in a professional manner according to the Personal Data (Privacy) Ordinance
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Master professional knowledge of CRM; and • Formulate effective CRM strategies, review and consolidate information and data, and make analysis, judgement and assessment according to the corporate objectives in order to enhance business development, which benefits the development of the organization in the long run.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Formulate customer service management (CSM) strategies
Code	105087L6
Range	This unit of competency (UoC) is applicable to staff responsible for policy formulation in the retail industry. It requires critical analysis and evaluation, and covers the abilities to formulate effective CSM strategies according to corporate mission and objectives, in order to meet customer needs and enhance corporate image and retail business development.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of customer service strategies</p> <ul style="list-style-type: none"> • Understand the importance of formulating customer service strategies • Understand CSM theory, such as: <ul style="list-style-type: none"> • Total customer service package • Concept of service market e.g. market opportunity • Strategies of service operation e.g. resources allocation analysis • Delivery of Total Service Package • Identifying target customers • Customer service and communication management matrix • Service demand and supply strategy • Measurement of service quality • Understand the service level/standard of competitors/the industry in order to make a comparison

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Competency	<p>2. Formulate CSM strategies</p> <ul style="list-style-type: none"> • Apply professional CRM knowledge to formulate effective customer service market matrix strategy according to corporate objectives <ul style="list-style-type: none"> • Formulate CRM plans, such as: <ul style="list-style-type: none"> • Service management operation • Services Process Matrix • Content, package, quality and pricing of service • Customer service promotion strategy • Electronic and internet service strategy • Customer service communication matrix strategy • Formulate external and internal service management logic strategies to change the service culture of the organization <ul style="list-style-type: none"> • Strategies to change the organizational structure or system, e.g. recruitment, training, reward and penalty, staff commitment, etc. • Master the scope of customer service audits, e.g. customers, staff, the management, the public, etc. • Identify shortcomings of service according to the service quality benchmarks, and formulate structural quality improvement strategies to put forward the customer service quality assurance • Audit the investment in customer service and anticipate the short-term and long-term returns in order to formulate customer service strategies • Formulate long-term customer service development and global customer service strategies, e.g.: <ul style="list-style-type: none"> • Develop local customer service strategies <ul style="list-style-type: none"> • Single / diversified products strategy • Centralized or district diversification strategy • Franchise • Customer service strategy for Mainland China or overseas <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Formulate CSM strategies for the benefit of both the organization and the customers • Consider and formulate CSM strategies in a professional manner according to the Personal Data (Privacy) Ordinance
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate effective CSM strategies according to corporate mission and objectives in order to meet customer needs; and • Formulate effective CSM strategies to enhance corporate brand image, profits and business development, which benefits the development of the organization in the long run.
Remark	

Units of Competencies for Information Technology

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Undertake general administrative work for accounts services
Code	100221L2
Range	This UoC applies to all routine administrative procedures, steps and tasks related to product and service delivery to customers. This applies to account services for various service plans offered to different customer segments via product / service provision channels.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess the knowledge in the subject area <ul style="list-style-type: none"> • Understand the importance of fundamental services - including the general administrative work for customer accounts, to the overall success of the company's CRM programme • Understand the standard operation procedures and compliance requirements associated with different customer segmentation groups • Understand the close relationship between the accurate and proper storage of customer information and the effective delivery of supporting administrative services • Understand that even for fundamental administrative services, there can be significant differences in expectation and behaviour between different customer segmentations • Be aware of the wide range of methods and practices in providing general supporting services, and their suitability in different circumstances 2. Undertake general administrative work for accounts services Be able to: <ul style="list-style-type: none"> • Update customer accounts with the most current information in a periodic manner • Perform periodic analysis of customer accounts of different segmentation groups • Compel to a high level of control around sensitive data and processes from account opening to closing • Undertake the accomplishment of customer account administration tasks in an efficient and timely manner • Offer customers full range of administrative services for the opening and administration of account, and allow customers all types of services as permitted by relevant legislation • Efficiently deal with customer inquiries, provide them with advices and recommendations with respect to different aspects of the company's products and services • Always treat those customer administrative work as an integral and essential part of the overall CRM programme 3. Exhibit professionalism <ul style="list-style-type: none"> • Always ensure that all staff members are involved in customer administration and contribute their greatest effort in performing the daily supporting services • Always treat the interests and requests of customers with the highest priority
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • maintain an effective and efficient general administrative services for customers in different segments • gain the appreciation of customers through administrative support as an element of CRM
Remark	

Extract from the Unit of Competency of Specification of Competency Standards for the Information and Communications Technology Industry

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Operate IT equipment/systems for retail business
Code	105088L2
Range	This unit of competency (UoC) is applicable to staff in retail stores or related working locations. The practitioner should be able to correctly use the information equipment/systems and data input systems at the operation sites and carry out basic repair and maintenance under clear guidance according to the established working procedures of the organization and the equipment manufacturer guidelines.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of IT equipment/systems for the retail industry <ul style="list-style-type: none"> • Possess knowledge of IT equipment/systems used by the organization, including their functions, characteristics, support, correct operation, daily maintenance, etc. • Understand corporate policies related to IT equipment/systems • Understand the importance of using IT equipment/systems correctly, e.g.: <ul style="list-style-type: none"> • Correct sales invoice • Accurate inventory records • Proper shop security • Avoid human errors • Reduce the cost of human resources • Know the functions, support and characteristics of information equipment/systems commonly used in the retail industry, e.g.: <ul style="list-style-type: none"> • POS terminal • Cashier register • Barcode scanner/card reader • Radio-frequency identification system(RFID) • Handheld data terminal, etc. • Know the occupational safety and health ordinances and special requirements for using IT equipment/systems with special functions 2. Operate IT equipment/systems at retail stores <ul style="list-style-type: none"> • Correctly use relevant IT equipment/systems during daily routines according to the established policies of the organization and the equipment manufacturer guidelines in order to accurately finish the tasks assigned and complete the transactions quickly, e.g.: <ul style="list-style-type: none"> • All kinds of hardware, including barcode scanner/card reader and RFID • Intranet and data transmission system • Backup of information • Data collection • When a problem occurs in the IT equipment/system, locate the problem and perform simple repair according to the working guidelines to ensure normal business operation; immediately report to the higher level and seek technical support if the problem is serious • Provide appropriate assistance to technical personnel during the repair of the IT equipment/system

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Strictly adhere to the established procedures and guidelines of the organization in order to use the IT equipment/systems correctly• Abide by the professional conduct when processing data and prevent any improper conduct such as deleting or altering information• Ensure that the IT equipment/systems used conform to relevant legal requirements
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Correctly use various types of IT equipment/systems according to the established procedures of the organization and the equipment manufacturer guidelines; and• Perform simple repairs on IT equipment/systems according to the working guidelines; immediately report to the higher level and seek technical support from professionals if the problem is serious.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Provide retail reports
Code	105089L2
Range	This unit of competency (UoC) is applicable to staff in retail stores or related workplace. It covers the abilities to work under supervision in familiar and routine environment; provide and submit latest retail reports regularly to the higher level for analysis according to schedule set by the organization, in order to assist the organization's retail business development.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of retail reports</p> <ul style="list-style-type: none"> • Understand the importance of retail reports to the overall retail business performance • Understand the corporate procedures and requirements for handling all kinds of documents including the retail reports • Understand the corporate flow from preparing to submitting all kinds of retail reports, including: <ul style="list-style-type: none"> • Consolidation and input of retail data (particularly the computerized retail system) • Processing of relevant retail data, e.g.: <ul style="list-style-type: none"> • Computation • Sorting • Selection • Statistics • Charting, etc. • Compiling processed data into retail reports • Printing out retail reports or sending them out in the form of email, electronic newsletter, etc. • Understand different objectives of various kinds of retail reports <p>2. Provide retail reports</p> <ul style="list-style-type: none"> • Make and complete all kinds of retail reports before deadline according to corporate procedures • Ensure full compliance of corporate requirements during the compilation of retail reports • Ensure that retail reports are submitted to target units in specified format before deadline • Ensure that the retail reports are appropriately classified in the following security categories: <ul style="list-style-type: none"> • No restriction • Restricted document • Confidential document • Strictly confidential document

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the established corporate requirements and the legislation, such as legal requirements for data privacy and information security, will be taken into account when making and providing retail reports• Prevent in a professional manner any corrupt conduct by means of retail reports
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Provide all kinds of latest retail reports according to corporate schedule; and• Submit reports accurately and punctually in order to assist the organization to analyze its retail business development.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Retain online customers
Code	105090L2
Range	This unit of competency (UoC) is applicable to staff responsible for online business in the retail industry. It covers the abilities to apply appropriate online sales techniques and information technology under instruction according to corporate policy in order to maintain good online customer relationship and improve online sales business.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Online customer knowledge</p> <ul style="list-style-type: none"> • Understand the organization’s online business and sales strategies • Know about the consumption pattern and behaviour of online customers and factors affecting these • Know about the techniques of good customer relationship • Understand the functions and features of all types of customer relationship network systems, e.g.: <ul style="list-style-type: none"> • Customer relationship management system • Email • Website • Online social media • Know about the considerations for customizing online sales strategies, e.g.: <ul style="list-style-type: none"> • Online sales strategies of the organization • Web sales system • Online sales procedures • Customer information system • Know about the laws and regulations relevant to online business, including: <ul style="list-style-type: none"> • Personal Data (Privacy) Ordinance • Copyright Ordinance • Electronic Transactions Ordinance • Unsolicited Electronic Messages Ordinance • Computer Crimes Ordinance

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	<p>2. Retain online customers</p> <ul style="list-style-type: none"> • Assist in implementing customized online sales strategies and optimization suggestions according to the organization’s online business policy and the consumption pattern of online customers in order to ensure winning the target groups of customers, e.g.: <ul style="list-style-type: none"> • Design and structure of website • Publicity and promotion of products • Rules of pricing • Apply network media and sales techniques correctly under instruction to implement the corporate policy on online customer communication to build good online customer relationship in order to maintain and retain online customers, e.g.: <ul style="list-style-type: none"> • Electronic newsletter • Email • Online forum • Social networking website • Online members • Loyalty programme • Electronic coupon • Implement different online promotions e.g. customer referral scheme, new membership scheme, etc. according to the sales policy of the organization in order to win/increase online customer groups <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the web marketing/promotion activities comply with relevant legal requirements • Handle online customer information in a careful manner to avoid violating the Personal Data (Privacy) Ordinance • Strictly follow corporate policy and procedures to prevent any abuse/misappropriation of the corporate assets or corrupt conduct
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Use customer data and information, network media and sales techniques correctly under instruction to implement the established web sales policy of the organization in order to maintain the online customer group; and • Use different sales network technologies and media according to corporate guidelines to assist in building good online customer relationship and communication channels in order to win and retain online customers.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Conduct online sales
Code	105091L2
Range	This unit of competency (UoC) is applicable to staff responsible for online sales in the retail industry. It covers the abilities to conduct effective online sales in familiar and routine situations according to the established online sales procedures and product promotion strategies of the organization in order to assist the organization's retail business development.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of online sales</p> <ul style="list-style-type: none"> • Know about the organization's online business and sales strategies • Understand the organization's online sales policy • Possess knowledge of online sales • Understand the organization's product sales terms and conditions • Understand various types of online shop systems, including: <ul style="list-style-type: none"> • Product display and browsing • Online order • Online payment • Online publicity and promotion, etc. • Know about the government regulations and legal requirements for online sales and websites • Know about the corporate policy on online customer relationship <p>2. Conduct online sales</p> <ul style="list-style-type: none"> • Use effective ways to conduct online sales according to the online business policy of the organization • Assist in testing the accuracy and effectiveness of the established sales procedures/process of the organization to see whether or not: <ul style="list-style-type: none"> • The information of the order form is correct • The goods have been delivered punctually • The product has been well-packed • A thankyou letter is automatically sent by the system after the transaction is completed • Use all kinds of web tools properly according to corporate guidelines to conduct product sales and promotion, e.g.: <ul style="list-style-type: none"> • Send online catalogues to target customers • Send emails to target customers • Use social network media (e.g. Facebook, Weibo, etc.) • Assist in completing online transactions, e.g. confirm orders, issuing invoices, arrange deliveries, etc. • Implement the organization's online customer relationship techniques to assist in retaining and attracting new customers

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Strictly comply to the government regulations and legal requirements for online business activities• Prevent in a professional manner any abuse of power or corrupt conduct by means of online sales
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Conduct online sales effectively according to the organization's online sales policy and procedures to assist the organization's retail business development; and• Use all kinds of web sales techniques according to the established procedures of the organization to assist the organization in achieving its retail performance indicators.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Manage customer profile and activity record
Code	100223L3
Range	This UoC applies to all daily activities and procedures to manage and record customers' sales records, and correspondingly the related profit and loss calculation and data recording.
Level	3
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess the knowledge in the subject area <ul style="list-style-type: none"> • Understand the importance of the timely and accurate recording of sales data in every step of the sales cycle • Understand the necessity in collecting all relevant information such as information related to customers, products, transactions, etc • Understand the need of a unique level of integrated and accurate treatment while managing customer profit and sales records across all customer segmentations • Understand the standard procedures of tracking systems so that the system can be operated independently • Understand that the handling of customer profit and sales records must comply with the requirements of the company's internal tracking mechanism • Be aware of the close relationship between the company's CRM strategies and customer records handling activities 2. Manage customer profile and activity record Be able to: <ul style="list-style-type: none"> • Maintain and update the data to ensure its accuracy and integrity, utilising computer systems and application packages whenever applicable • Detect the irregularities or missing data and seek information from appropriate sources to supplement the insufficiency • Generate reports to provide visibility on sales activities and monitor sales results • Provide relevant statistics and conduct analysis related to sales cycle management upon request • Document the records and information regarding customer sales and profit accurately, probably with the use of computerised database management software 3. Exhibit professionalism <ul style="list-style-type: none"> • Always ensure all related staff members contribute their greatest effort honestly while managing customer sales and profit records • Always maintain the proper balance of interests between customers and the company as a whole • Always handle customer data in a scientific and objective manner
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • successfully provide accurate and timely reports on sales data • fulfil the information requirements as requested by different parties • permanently record the relevant information and make available for future queries or updates upon request
Remark	

Extract from the Unit of Competency of Specification of Competency Standards for the Information and Communications Technology Industry

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Repair IT equipment/systems
Code	105092L3
Range	This unit of competency (UoC) is applicable to staff responsible for IT equipment/systems in the retail industry. It covers the abilities to inspect and repair IT equipment/systems in operation sites regularly according to the established procedures of the organization, and conduct instant check and repair when an emergency occurs in order to ensure normal operation of the organization.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of IT equipment/systems <ul style="list-style-type: none"> • Know about the functions and features of the IT equipment/systems of the organization • Possess basic knowledge of IT equipment/system repair, including: <ul style="list-style-type: none"> • Functions, structure and operation mode of the IT equipment/systems • Operation setting and interface of the IT equipment/systems • Operating standards, equipment configuration, system support recommended by the manufacturer • User guide or diagram of IT equipment/systems • Appropriate repair tools and equipment • Understand repair techniques for all kinds of IT equipment/systems • Understand the troubleshooting devices and systems for IT equipment/systems 2. Repair IT equipment/systems <ul style="list-style-type: none"> • Confirm with the higher level on details of repairs according to the established procedures of the organization, and devise simple repair plans for complex repairs • Arrange repairs with staff of retail stores within the pre-set time limit according to corporate procedures • Conduct repairs correctly and quickly according to corporate working guidelines and user manual, e.g.: <ul style="list-style-type: none"> • Keep record or backup of the equipment/system applications • Inspect the IT equipment/systems according to the manufacturer's operating guidelines • Repair simple equipment/system problems, and seek help from the higher level or relevant experts when encountering complex problems • Recover and re-install equipment/system configuration and operation setting • Test the equipment/systems to ensure that the operation conforms to the operating specifications of the manufacturer • Accurately record and file the repair items for future reference

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Conduct repairs meticulously to ensure compliance with the manufacturer's and international standards• Strictly follow the corporate guidelines to quickly recover the equipment/systems within the pre-set time limit
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Conduct basic setup, installation, configuration, troubleshooting and inspection to IT equipment/systems in operation sites according to the code of practice of the organization to ensure normal operation of the equipment/systems that conforms to the operational needs of the organization and the operating specifications of the manufacturer.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Manage online brands
Code	105093L3
Range	This unit of competency (UoC) is applicable to staff responsible for website operation in the retail industry. It requires meticulous analysis and judgement. It covers the abilities to effectively manage the organization's online brand products in accordance with the established goals of the organization in order to retain existing customers, attract new customer source and explore potential customers, and assist the organization's retail business development.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of online brands</p> <ul style="list-style-type: none"> • Master the established online sales strategies of the organization • Understand details of the organization's online business platform and its operation procedures • Master different forms of brands owned by the organization, e.g.: <ul style="list-style-type: none"> • Product brands • Corporate brand • Brand of suppliers • Registered trademarks • Registered brands • Intellectual properties, etc. • Understand characteristics of online operation, e.g.: <ul style="list-style-type: none"> • Construction of website • Online domain and domain name • Search engine, etc. • Understand general brand management strategies, e.g.: <ul style="list-style-type: none"> • Customer retention programmes and promotional activities • Loyalty and retention programmes • Resources plan • Sales strategies • Pricing strategies • Publicity and distribution strategies • Relationship between web search and access • Assessment of competitors' activities, etc. • Understand the regulation of online business activities by government ordinances

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	<p>2. Manage online brands</p> <ul style="list-style-type: none"> • Properly manage the organization’s online brand products according to the organization’s goals and strategies, e.g.: <ul style="list-style-type: none"> • Assess the actual value of the brand products • Determine the way of promoting the brand products online • Formulate appropriate business strategies for the organization’s online brand products (as listed in 1.) • Combine and select brand management and online strategies, etc. • Judge online customers’ attitude towards the brands • Judge the comparative advantages of the organization’s online brand products and those of its competitors • Assess what effect will bring on the brand products in an online environment and channel • Determine what additional area can make the brand products stand out in an online environment • Establish indicators for measuring brand value and sales performance • Implement measures to optimize the value of online brand products, e.g.: <ul style="list-style-type: none"> • Collect information about online customer behaviour and product loyalty • Combine brand management as well as sales and promotional activities • Establish the legal status of ownership of brand products in an online environment • Ensure the intellectual properties related to the brand products are protected in an online environment • Deploy and implement other measures to optimize online brands, e.g.: <ul style="list-style-type: none"> • Special prices • Exclusive supply • Extensive choices • Special function (only applicable online) • Early exposure (fashion or trendy products) • Logistics support (direct delivery) • Personal reward, etc. • Regularly review online brand product management, and give improvement suggestions to the higher level <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Strictly adhere to government ordinances that monitor and regulate online business activities • Prevent in a professional manner any abuse of power or corrupt conduct by means of online business environment
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Manage the organization’s online brand products according to the established goals of the organization; and • Assist the organization’s retail business development by online brand product management.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Manage online sales system
Code	105094L3
Range	This unit of competency (UoC) is applicable to staff responsible for online sales services. It covers the abilities to use various types of information technology application software to support and enhance work efficiency; manage the organization's online sales system according to its online sales policy and the environmental needs; conduct regular monitoring and review to ensure the accuracy and timeliness of the sales system.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of online sales service system</p> <ul style="list-style-type: none"> • Understand the online sales policy and strategies of the organization • Understand the functions, features, configuration, strengths and weakness, etc. of the organization's online sales system • Understand important settings for online sales systems, e.g.: <ul style="list-style-type: none"> • Customer group, supply chain • Online promotion • Online commodity catalogue • Online order and payment • Network security system • Know about the backup required, essentials for business continuity and potential risks of online sales system • Understand legal requirements for online sales, e.g.: <ul style="list-style-type: none"> • Personal data (Privacy) Ordinance • Copyright Ordinance • Unsolicited Electronic Messages Ordinance • Electronic Transactions Ordinance • Information security • Understand information technology project management theories and techniques

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	<p>2. Manage online sales system</p> <ul style="list-style-type: none"> • Choose an appropriate online sales system and set an accurate financial budget (including the budget of software and hardware, publicity and training) according to the organization’s online sales strategies and the needs of business environment, and introduce an advanced online sales system • Formulate and implement appropriate customer transaction and payment procedures according to the organization’s online sales strategies and relevant legal requirements • Clearly define the sign-in permissions and interface of the network system for customers, suppliers and sellers to strengthen system security • Formulate online sales security policy and procedures according to relevant legal requirements and the organization’s sales strategies in order to protect against malicious software, phishing attacks, adware, etc. • Maintain various types of electronic transaction records accurately, including email, voice mail, chat room, etc. • Formulate the organization’s online sales system monitoring and repair procedures to regularly monitor the system status, details of the sales items, online promotions, etc.; perform recovery and update tasks accordingly to ensure the accuracy and timeliness of the content and pricing in the system • Regularly review the online sales system to ensure that it meets the operational needs of the organization <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Prevent in a professional manner any false/illegal conduct by abusing the e-commerce platform • Fully comply with the legal requirements related to online sales
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate appropriate online sales procedures according to the organization’s online sales strategies and system features; and • Regularly monitor, review and update sales system information to ensure the accuracy and timeliness of the web content (sales items, price marking, etc.).
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Manage online payment systems
Code	105095L3
Range	This unit of competency (UoC) is applicable to staff responsible for website operation in the retail industry. It covers the abilities to accept some responsibility and manage the organization's online payment system operation properly according to the established website design and payment procedures in order to assist the organization's retail business development.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of online payment system</p> <ul style="list-style-type: none"> • Understand functions supporting the organization's e-commerce and online payment platform, e.g.: <ul style="list-style-type: none"> • Internet service provider (ISP) currently used • Security of the website server and search engine e.g. secure socket layer (SSL) • Firewall • Encryption technology • Gateway software • Secrecy solution • Online frauds control • Online authentication • Offshore transaction platform supervision and verification • Third-party verification arrangement for credit card • Understand the characteristics and operational procedures of the organization's online payment system, e.g.: <ul style="list-style-type: none"> • Security matters of online transactions • Accounting requirements for the online payment system • Relevant business processes • Understand the government ordinances on e-commerce and website

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	<p>2. Manage online payment systems</p> <ul style="list-style-type: none"> • Ensure that the online payment system operates properly according to the characteristics and procedures of the corporate website, e.g.: <ul style="list-style-type: none"> • Arrange personnel to actually operate/monitor the online payment system • Provide the personnel with technological and other related training • Carry out relevant business processes according to corporate strategies and legal requirements • Implement established online transaction security procedures and agreements, e.g.: <ul style="list-style-type: none"> • Verify the identity of the dealer • Check the validity, expiry date and credit limit of the customer's credit card • Prevent the use of fake credit cards and fraud transactions from happening • Reduce bad debts generated from the online payment system • Keep complete online transaction and payment records according to legal and accounting requirements • Monitor and review the online payment system, e.g.: <ul style="list-style-type: none"> • Appropriately monitor the online payment system according to the requirements of the corporate policy, procedures and security, and respond to emergency situations • Collect customer feedback and complaints on usability of the online payment system • Collect staff opinions on usability and operation of the online payment system • Make comprehensive reports regularly and suggest feasible improvement measures to the higher level • Regularly review the operation of the online payment system and suggest feasible improvement measures to the higher level <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure in a rigorous manner that the operation of the online payment system complies with government ordinances • Prevent in a professional manner any abuse of power or corrupt conduct by means of online payment system management
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Manage the online payment system operation according to the established website design and payment procedures of the organization; and • Use the online payment system to assist the organization's retail business development.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Manage online shopping
Code	105096L3
Range	This unit of competency (UoC) is applicable to staff responsible for website operation in the retail industry. It requires meticulous analysis and judgement. It covers the abilities to apply retail management and computer network knowledge to manage the organization's online shopping system properly according to the established online shopping management policy of the organization to ensure that the existing system functions, operational procedures, etc. conform to the organization's business policies and user needs in order to assist the organization's retail business development.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of online shopping</p> <ul style="list-style-type: none"> • Understand the organization's online purchasing strategy and policy • Understand the structure of the organization's online commerce system, e.g.: <ul style="list-style-type: none"> • Online payment system • Settlement and currency systems • Online order system • Understand the structure and operation mode of B2B online purchasing system, e.g.: <ul style="list-style-type: none"> • Product catalogue • E-tendering • E-transaction • Shipping solutions • Understand the organization's information technology security guidelines and measures, e.g. digital certificates, encryption techniques, etc. • Understand potential security risks for online purchase and the contingency measures • Understand the regulations on e-commerce and website as stipulated by the government's ordinances

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	<p>2. Manage online shopping</p> <ul style="list-style-type: none"> • Negotiate with relevant departments on the requirements for product purchase (including online shopping) • Assess and assist in choosing an online shopping management model that meets the organization’s technological and cost requirements • Assess the online shopping method and procedures, e.g.: <ul style="list-style-type: none"> • Way of purchase application between departments and stores • Purchasing procedures, e.g. approval of purchase requests, issuance of purchase orders, liaison with suppliers, etc. • Follow the progress of purchase • Supplier’s latest information, e.g. product, price, shipping period, etc. • Perform daily online shopping management duties according to the established online shopping plan and procedures of the organization, e.g.: <ul style="list-style-type: none"> • Internal order request • Adjust and approve purchase order • Monitor the purchasing status • Gather user feedback • Monitor system functions to see whether they are accurate and adequate • Review the shopping process and procedures to see whether they are effective and easy to use • Monitor the security, backup and recovery functions of system • Provide training for users/relevant staff on the use of online shopping system • Assist in carrying out necessary system update to ensure that the chosen shopping system meets the organization’s requirements and business policy <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Take into account the benefit of customers, the organization and other stakeholders when managing online shopping • Strictly comply with the government’s regulations and legal requirements for online business activities
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Apply retail management and computer network knowledge to manage the organization’s online shopping system properly according to the organization’s established purchasing management policy; and • Manage online shopping effectively in order to assist the organization’s retail business development.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Manage online inventory
Code	105097L3
Range	This unit of competency (UoC) is applicable to staff responsible for website operation in the retail industry. It requires meticulous analysis and judgement. It covers the abilities to use retail inventory management and computer network knowledge according to the established inventory management policies of the organization to manage its online inventory properly in order to assist the organization's retail business development.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of online inventory</p> <ul style="list-style-type: none"> • Master basic knowledge of inventory management, e.g.: <ul style="list-style-type: none"> • Corporate strategies and procedures for handling inventory • Inventory location and planning of the organization • General inventory management and warehousing • Use and control of relevant inventory system software • Understand additional knowledge and techniques for managing online inventory, e.g.: <ul style="list-style-type: none"> • E-commerce and relevant terms • Online inventory management models commonly used, e.g.: <ul style="list-style-type: none"> • Traditional inventory model • E-commerce model • Vendor managed inventory (VMI) • Customer managed inventory (CMI) • Drop Shipping • Virtual warehousing • Electronic data interchange (EDI) • Computing and network operation techniques • Understand the regulation on e-commerce and website as stipulated by the government's ordinances

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	<p>2. Manage online inventory</p> <ul style="list-style-type: none"> • Negotiate with relevant staff on inventory (including online inventory) requirements • Assist in choosing among the online inventory management models by comparing their advantages and disadvantages as well as their applicability to the organization’s retail business • Assess the available online inventory management models and their cost and technological requirements • Assist in building the online inventory management model finally selected • Carry out daily online inventory management duties, e.g.: <ul style="list-style-type: none"> • Monitor online inventory data • Check and update the online inventory catalogue continuously • Monitor and handle the orders of goods and futures: <ul style="list-style-type: none"> • Fulfil the order requirements • Confirm delivery time • Handle emergency situations • Re-order with online automation according to the pre-set inventory quantity • Consider factors affecting the consumption of goods, e.g. sales promotion, season, price, etc. • Carry out EDI with relevant units according to the security procedures of the selected online inventory management model • Ensure that ordinances, regulations and rules related to e-commerce are executed, e.g.: <ul style="list-style-type: none"> • Copyright Ordinance • Personal Data (Privacy) Ordinance • Ordinances related to intellectual property rights protection • Monitor the performance of contractor if the online inventory management is outsourced <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Manage online inventory properly in strict conformity with the organization’s inventory management policies • Ensure that the benefit of customers, the organization and other stakeholders has been taken into account during online inventory management • Prevent in a rigorously manner any abuse of power or corrupt conduct by means of online inventory management
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Apply retail inventory management and computer network knowledge to manage the organization’s online inventory properly according to its inventory management policies; and • Assist the organization to develop its retail business with proper online inventory management.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Manage online business supply chain
Code	105098L3
Range	This unit of competency (UoC) is applicable to staff responsible for online retail system management in the retail industry. It requires some kind of analysis and judgement. It covers the abilities to manage the online business supply chain system properly according to the organization's website design and supply chain management policy in order to ensure smooth operations of relevant information flow, capital flow and logistic procedures.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of online business supply chain management <ul style="list-style-type: none"> • Understand the organization's online business supply chain strategies and requirements • Understand the characteristics and flow of organization's established online business supply chain, e.g.: logistics, information flow, capital flow, etc. • Master the organization's online business infrastructure, e.g.: inventory, accounting and shopping systems • Understand the purposes and techniques of implementing supply chain management • Know about the structure and main functions of online supply chain system, including: <ul style="list-style-type: none"> • Order management • Shipping management • Inventory management • Payment management • Understand the potential security risks of online business supply chain and the established contingency measures of the organization • Understand the regulations and legal requirements for online business supply chain and website imposed by the government 2. Manage online business supply chain <ul style="list-style-type: none"> • Assist in building the online business supply chain management model finally adopted <ul style="list-style-type: none"> • Online order policy and procedures • Criteria to be followed by all stakeholders • Infrastructure effectively supporting information transfer • Carry out daily online business supply chain management duties, e.g.: • Maintain good communication and information exchange with strategic partners and suppliers according to the established cooperation agreements and standards • Maintain good partnership with all partners and implement the cooperation agreements effectively • Manage the online order and payment system properly according to the established business and risk management of the organization and relevant legal requirements • Monitor and assess the effectiveness of the online business supply chain: <ul style="list-style-type: none"> • Analyze the report and data provided by the supply chain information management system • Review the performance of the supply chain system, e.g.: operational procedures, information details, system performance, etc. • Review regularly the online business supply chain system operation, and suggest improvements

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure in a rigorous manner that the information is accurate and correct• Prevent in a professional manner any abuse of online system management for fraudulent conduct
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Manage the online supply chain system properly according to the established website design and supply chain management policy and procedures of the organization; and• Manage the online supply chain system properly so as to accurately and correctly transfer information required to all stakeholders and ensure smooth logistic and shipping operations.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Incorporate and fine-tune strategic proposals by other organisations such as outsourcing party
Code	100228L4
Range	This UoC applies to all considerations and actions to incorporate and refine those CRM strategic proposals submitted by partnering organisations such as third party outsourcers.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess the knowledge in the subject area <ul style="list-style-type: none"> • Be aware of the situation that benefits of making use of the services of outside organisations at different stages of providing ICT products, including the initial step of CRM strategies formulation • Clearly understand the importance of tight co-ordination with and close monitoring over outsourcers in order to bring maximum benefits and Return on Investment (ROI) to the company • Grasp the necessity in establishing a comprehensive set of criteria for choosing partners in outsourcing • Be aware of the significance in ensuring consistency of outsourcing partners' attitude towards own company objectives • Be aware of the necessity in managing third party staff as company's own staff members 2. Incorporate and fine-tune strategic proposals by other organisations such as outsourcing party <p>Be able to:</p> <ul style="list-style-type: none"> • Setup appropriate and feasible guidelines / standards in choosing partners for the company's outsourced tasks • Ensure the established standards and guidelines are strictly interfacing with outsourcers at different stages, such as the initial formulation of CRM strategies • Disseminate the established outsourcer standards to all levels of own staff members and ensure that they will stick to them when dealing with outsourcing parties • Liaise and communicate closely and regularly with outsourcers to obtain their latest progress and ideas in a timely manner • Skilfully / tactfully demand outsourcers to submit their own CRM strategies such that their effectiveness can be evaluated and more importantly the compatibility with own company • Integrate outsourcers' work in CRM strategies with own company to ensure maximum results from the combined efforts • Establish clear and unambiguous performance indicators for outsourcers and exercise those reward or penalty procedures accordingly 3. Exhibit professionalism <ul style="list-style-type: none"> • Always work with full capacity and ability in the process of handling outsourcers' CRM strategic proposals to ensure long term stability and usability • Always strike a proper balance of the interests between outsourcers and own company

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• successfully acquire those useful CRM strategies proposals from outsourcers• successfully integrate the CRM strategies of outsourcers and those of own company to realise the combined benefits• ensure the adoption and implementation of the combined CRM strategies at subsequent stages
Remark	

Extract from the Unit of Competency of Specification of Competency Standards for the Information and Communications Technology Industry

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Deliver database operations services
Code	100536L4
Range	Operate and administer the database according to a set of work instructions, procedures and service requests in the context of providing database operations and administrative services for an organisation or for a client
Level	4
Credit	14
Competency	<p>Performance Requirements</p> <p>1. Understand the work instructions, procedures and service requests for the operation and administration of databases</p> <p>Be able to</p> <ul style="list-style-type: none"> • comprehend the instructions, procedures and service requests specified for the operation and administration of databases • understand the performance requirements set out in the service level agreement, if any, of the organisation • seek clarification from relevant people where necessary <p>2. Follow the work instructions and procedures in the operation and administration of databases, and in fulfilling service requests</p> <p>Be able to</p> <ul style="list-style-type: none"> • carry out the database's operating and administrative activities in accordance to the work instructions and procedures specified • carry out the activities necessary to fulfil service requests in accordance to the specified work instructions and procedures specified • operate, monitor and provide system statistics on database availability and performance • report to supervisors of any problems and exceptional situations during the execution of these activities <p>3. Perform the operating and administrative activities of databases with a high degree of effectiveness and efficiency</p> <p>Be able to</p> <ul style="list-style-type: none"> • carry out the database operating and administrative activities in the most effective and efficient manner, meeting or exceeding the service level agreement, if any, of the organisation • fulfil the service requests in the most effective and efficient manner • report problems and exceptional situations without delay
Assessment Criteria	<p>The integrated outcome requirements of this UoCs are the abilities to:</p> <ul style="list-style-type: none"> • provide database operational and administrative services with pre-defined procedures and automated systems to enable operations of the database environment as per service level agreement (SLA) requirements; and • fulfil service requests of the database to the satisfaction of the requestors.
Remark	

Extract from the Unit of Competency of Specification of Competency Standards for the Information and Communications Technology Industry

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Set up IT equipment needed for retail operation
Code	105099L4
Range	This unit of competency (UoC) is applicable to staff responsible for IT support in the retail industry. It requires planning, information screening, analysis and judgement. It covers the abilities to identify the IT equipment needed for day-to-day retail store operations, and seek the management's approval to acquire relevant equipment in order assist the business development.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of IT equipment</p> <ul style="list-style-type: none"> • Master the business scope, objectives, direction and development plan of the retail stores • Understand the IT infrastructure and supporting facilities of the retail stores • Understand the types, technology and functions of IT equipment for day-to-day retail store operations, e.g.: <ul style="list-style-type: none"> • Point of sale (POS), e.g. invoice, settlement, inventory, etc. • Digital display • Internet and network, e.g.: broadband, website and wireless access point • Security system, e.g.: RFID reader, CCTV, IP camera, etc. • Understand common types of hardware and software in the retail industry and their characteristics and functions • Understand the operation strategies and business development plan of the organization • Know about corporate procedures for submitting proposals • Know about IT project management techniques <p>2. Identify equipment needs for retail operations</p> <ul style="list-style-type: none"> • Identify IT equipment needed for day-to-day retail operations according to factors such as business scope, objectives, etc. of the retail stores, including: <ul style="list-style-type: none"> • Type and quality of equipment • System functions and coverage • Deployment schedule • Financial budget • End user/department • Assess the factors affecting the existing retail operation equipment, e.g.: <ul style="list-style-type: none"> • New technology development • Implementation of relevant ordinances and codes • Business development plan • Analyze and formulate proposals and implementation plans for the improvement of retail operation equipment, timely and accurately reflect them to the management and seek for approval to implement the improvement plan

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure in a professional manner that the proposed retail operation equipment meet the actual needs of retail stores and the organization• Ensure that the IT equipment used comply with the legal requirements e.g. the Copyright Ordinance
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Accurately analyze and assess the functions, types, systems, etc. of the retail operation equipment needed for day-to-day operations according to the business scope and policies of the retail stores; and• Formulate comprehensive proposals and implementation plans for the improvement of retail operation equipment and accurately reflect them to the management in order to assist the organization to development its business.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Deploy information technology equipment/systems for retail operations
Code	105100L4
Range	This unit of competency (UoC) is applicable to staff responsible for information technology support in the retail industry. It requires specialized techniques and methods. It covers the abilities to formulate plans for the deployment, installation, disposition and testing of information technology equipment/systems at the operation sites in accordance with the organization's operation strategies and needs in order to enhance work efficiency and promote business.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of deploying information technology equipment/systems</p> <ul style="list-style-type: none"> • Understand the organization's policies, procedures and requirements for deploying information technology equipment/systems for retail operations • Understand the purpose and importance of formulating a perfect plan for the deployment of information technology equipment/systems for retail operations • Understand the necessary procedures of installing information technology equipment/systems, including: <ul style="list-style-type: none"> • Pre-test • Installation of equipment • System settings • Testing facilities/systems • Master various kinds of methods and skills for testing information technology equipment/systems • Master different causes of failure of information technology equipment/systems and trouble-shooting skills • Understand methods of managing information technology projects • Understand the importance of good communication skills (technicians and users) and quality service to perfect the installation plan of information technology equipment/systems

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	<p>2. Deploy information technology equipment/systems for retail operations</p> <ul style="list-style-type: none"> • Explain details of the deployment of information technology equipment/systems to the responsible person and related workers at the operation site, including: <ul style="list-style-type: none"> • Types of information technology equipment/systems, their functions and characteristics, etc. • Location of installation • Work schedule • Corresponding actions to be taken by business units • Formulate the detailed plan and procedures for the deployment of information technology equipment/systems according to the organization's operation strategies and needs, e.g.: <ul style="list-style-type: none"> • Selecting appropriate facilities/systems • Points to note in purchasing facilities/systems • Installation priorities • Disposition details • Testing plans, etc. • Accurately assess and purchase information technology equipment/systems that fulfil the organization's operation needs, of high stability, and are easy to operate in order to ensure a normal business operation • Correctly install information technology equipment/systems and the required operation settings according to manufacturers' installation guidelines • Perform testing after completion of installation, including: <ul style="list-style-type: none"> • Testing the functions of related facilities/systems to ensure that they fulfil the actual operation needs • Performing an integration test to ensure that the operation of related facilities/systems will not have serious effect on other facilities/systems • Performing a multi-point connection test to ensure accurate and correct network connection and data transmission • Provide timely training for various workers at the operation sites after completion of installation, and let them master the correct operation methods and procedures by means of good communication skills <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the facilities/systems purchased conform to international standard and fulfil the business needs of the organization • Install information technology equipment/systems in accordance with the established procedures in a rigorous work manner • Ensure that the related facilities/systems fulfil the actual requirements of the operating unit and regularly provide them with the latest information
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate a detailed plan and work flow for the deployment of information technology equipment/systems to ensure that the related facilities/systems can be properly installed according to schedule without affecting the daily operation; and • Correctly install, set up and test related information technology equipment/systems in accordance with the established operation standard of the organization and manufacturer.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Use mobile technologies to improve sales service
Code	105101L4
Range	This unit of competency (UoC) is applicable to IT staff in the retail industry. It requires the application of specialized techniques and methods. It covers the abilities to use mobile technologies to improve sales service according to the organization's sales, including online sales, strategies in order to assist the development of its overall retail business.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of mobile sales technologies</p> <ul style="list-style-type: none"> • Master the organization's overall sales (including online sales) strategies • Understand the details of mobile technologies currently available for commercial use • Understand the potential advantages of mobile technologies for the organization's retail business, including: <ul style="list-style-type: none"> • Increase of sales • Contact with new sources and groups of customers • Enhancing the organization's reputation • Strengthening the IT application in the organization • Understand the extra costs of mobile technologies that the organization may have to bear in its retail business and the relevant regulations, e.g.: <ul style="list-style-type: none"> • Extra manpower demand • Extra technical training required • Processes or work items required to be outsourced • Internal information tends to leak more easily • Ordinances for the regulation of mobile technologies • Understand how mobile technologies support the existing sales mechanism of the organization <p>2. Use mobile technologies to improve sales service</p> <ul style="list-style-type: none"> • Consider and compare different retail sales channels, including: <ul style="list-style-type: none"> • Traditional store • Product catalogue • Call centre • Internet • Mobile technologies e.g. smart phone • Introduce retail business mobile technologies/solutions that suit the organization most • Make full use of the mobile technologies to promote the organization's retail business, e.g.: <ul style="list-style-type: none"> • High penetration • Extensive mobile network • Improve transparency in commodity prices <ul style="list-style-type: none"> • Keep close to other social network platforms • Attract young consumer group • Enhance customers' loyalty to corporate brand • Assess the effects of mobile technologies on the organization's retail business, e.g. increase in sales, extra costs, etc.

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Fully comply with relevant ordinances and regulations on the use of mobile technologies• Prevent in a professional manner any abuse of power or corrupt conduct by means of mobile technologies
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Use mobile technologies to improve sales service according to the established online sales strategies of the organization; and• Use mobile sales technologies to assist the organization's overall retail business development.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Implement e-retail business model
Code	105102L4
Range	This unit of competency (UoC) is applicable to staff responsible for policy implementation in the retail industry. It covers the ability to implement e-retail business model according to the established policies of the organization, and ensure its smooth operation in order to assist the organization's retail business development.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of electronization of retail business</p> <ul style="list-style-type: none"> • Master the organization's e-sales strategies and relevant resources • Understand the details and operational procedures of the e-business model selected by the organization, e.g.: <ul style="list-style-type: none"> • Model type e.g. business to business (B2B) or business to customer (B2C) • Customer group faced • Infrastructure and application software used • Products and services promoted • Content and information provided • Payment method used • Understand the indicative factors of success for implementation of e-retail business model, e.g.: <ul style="list-style-type: none"> • Earnings and relevant maintenance fees • Relationship with customers • Business management performance • Relationship with partners • Efficiency of data processing • Coordination/cooperation with stakeholders • Understand the regulation on e-business model and website as stipulated in the government's ordinances

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	<p>2. Implement e-retail business model</p> <ul style="list-style-type: none"> • Implement related tasks according to the established e-retail business model of the organization: <ul style="list-style-type: none"> • One-off tasks e.g.: <ul style="list-style-type: none"> • Build a platform for the organization's online retail business • Deploy staff member of the organization or outsource the job to support e-retail operation • Buy/rent the software and hardware required • Check out the ordinances, ethics and security matters necessary for website business • Procedures for handling and following up customer complaints • Periodic tasks e.g.: <ul style="list-style-type: none"> • Monitor day-to-day online retail business operation • Measure and record the indicative factors for the above e-retail business model • Ensure that all online retail businesses are handled in a normal way • Ensure that all emergencies/unusual situations/complaints are promptly handled • Make improvement when necessary in order to handle users' requests • Develop and update relevant computer software and hardware when necessary • Review the organization's e-retail business model regularly and suggest improvements to the higher level <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Take into account the benefit of the organization, the customers and all other stakeholders during the implementation of e-retail business model • Prevent in a professional manner any abuse of power or corrupt conduct by abusing the e-retail business model of the organization
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Implement the established e-retail business model of the organization effectively; and • Assist the organization's retail business development by implementing the e-retail business model.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Manage online commercial risks
Code	105103L4
Range	This unit of competency (UoC) is applicable to staff responsible for policy formulation in the retail industry. It requires some discretion and judgement. It covers the abilities to promptly and accurately perceive and properly handled the risks occurred in the organization's online commerce, in order to assist its retail business development.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of online commercial risks</p> <ul style="list-style-type: none"> • Understand the functions and operational procedures of the organization's online business platform • Understand the causes of online commercial risks, e.g.: <ul style="list-style-type: none"> • Wrong targets • Technical failures • Security vulnerabilities • Occurrences of fraud • Understand all kinds of online commercial risks, e.g.: <ul style="list-style-type: none"> • Legal risks in conducting global trades • Risks of contract breach for local and international trades due to the failure in complying with the requirements • Internal risks in conducting e-transactions • Risks caused by customers when conducting e- transactions • Risks caused by computer software or hardware failures • Risks caused by vulnerabilities/invasion of the security system • Understand the protection and loopholes of various kinds of authentication • Understand the regulations on e-commerce and website as stipulated by the government's ordinances

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	<p>2. Manage online commercial risks</p> <ul style="list-style-type: none"> • Assess the chance of the occurrence of online commercial risks and its impact on the business and even the overall image of the organization • Operate according to the formulated risk management strategies, e.g.: <ul style="list-style-type: none"> • Consult relevant personnel to prevent or minimize legal risks • Consult relevant personnel to prevent online frauds • Ensure the implementation of risk management procedures by relevant personnel, e.g.: <ul style="list-style-type: none"> • Procedures and methods for detecting commercial risks • Ways of handling general risks • Contingency plan for emergencies • Keep record of the risk cases handled and carry out other procedures to follow up • Assess and review online commercial risk management, e.g.: <ul style="list-style-type: none"> • Improve the risk management plan in response of the incidents causing damage to the organization • Review the effectiveness of the existing online fraud control measures and make suggestions to improve the result • Gather feedback from personnel responsible for online commercial risk management and from customers; review and improve the risk management strategies accordingly • Make periodic summaries on the review of online commercial risk management, and make improvement suggestions <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Strictly follow the established risk management strategies of the organization during the management of online commercial risks • Protect the benefit of the organization and the customers during the management of online commercial risks
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Promptly and accurately perceive and properly handled the risks occurred in the organization's online commerce; and • Manage the organization's online commercial risks properly in order to assist its retail business development.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Monitor and control the project cost
Code	100336L5
Range	Monitor and control the project cost, and update the project cost accordingly so that a project can be completed within an approved budget
Level	5
Credit	2
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Have knowledge in cost monitoring process <ul style="list-style-type: none"> Be able to design an effective cost monitoring system for checking against planned resources as well as setting up appropriate monitoring checkpoints 2. Measure cost deviation <ul style="list-style-type: none"> Be able to <ul style="list-style-type: none"> • measure, monitor and control the cost incurred regarding product development, quality control and deadlines fulfillment • alert top management authority at the appropriate time when the cost incurred exceeds its tolerant limit 3. Evaluate remedial action on cost change when necessary <ul style="list-style-type: none"> Be able to <ul style="list-style-type: none"> • identify and evaluate the factors of cost changes • revise cost estimates • evaluate the impact on cost baseline 4. Handle the cost changes <ul style="list-style-type: none"> Be able to <ul style="list-style-type: none"> • define a cost change control system • ensure that the cost change procedure is properly followed • integrate approved cost changes with other project control mechanisms
Assessment Criteria	<p>The integrated requirements of this UoCs are the abilities to:</p> <ul style="list-style-type: none"> • design an effective monitoring system for the cost incurred during project development; • take proper control of the expenses involved in the project; and • maintain the implementation of the standard cost change procedure as well as to incorporate the change with all other related control systems.
Remark	Co-requisites: ITSWPM605A, ITSWPM607A, ITSWPM504A, ITSWPM510A, ITSWPM520A

Extract from the Unit of Competency of Specification of Competency Standards for the Information and Communications Technology Industry

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Develop a network technology architecture model
Code	100394L5
Range	Develop and recommend a network technology architecture model that is applicable to the needs of various stakeholders in an organisation
Level	5
Credit	5
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand various network technology architecture models <ul style="list-style-type: none"> Be able to <ul style="list-style-type: none"> • select the appropriate network technology architecture models for the business • select the appropriate industry-based reference models for the business 2. Develop a network technology architecture model in a professional manner <ul style="list-style-type: none"> Be able to <ul style="list-style-type: none"> • develop an appropriate network architecture model based on the network technology architecture principles and business requirements in accordance with the organisation's policies and procedures • systematically identify the building blocks that are needed in the target network architecture and/or should be removed from the current baseline network architecture • clearly explain the reasons to exclude those building blocks to be removed from the baseline network architecture • clearly explain the reasons to include those building blocks (e.g. services, functions) that are needed to support the target network architecture in alignment with the business needs • clearly explain that the reasons to include those building blocks in the target network architecture is to align with the business goals • select the appropriate industry-based reference model(s) for the business • develop a network technology architecture model to meet the requirements as stated in the network technology architecture principles 3. Validate the network technology architecture model <ul style="list-style-type: none"> Be able to <ul style="list-style-type: none"> • test the network technology architecture model to ensure that it addresses the requirements for completeness • conduct a formal checkpoint review of the architecture model and its building blocks with stakeholders, ensuring the business goals are met • perform final cross check to ensure the overall architecture model addresses the business requirements
Assessment Criteria	The integrated outcome UoCs requirements of this UoCs are the abilities to develop a network technology architecture model that addresses the business requirements based on the stakeholder needs.
Remark	Pre-requisite: ITSWAR509A

Extract from the Unit of Competency of Specification of Competency Standards for the Information and Communications Technology Industry

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Establish and maintain system support services process
Code	100546L5
Range	Define, design, establish, develop and review the system support services process on servicing items related to system support services, and provide support resources with appropriate skills for servicing the related items in the context of providing system support services for an organisation
Level	5
Credit	8
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Have good technical knowledge of the system support services of the serving industry Be able to <ul style="list-style-type: none"> • understand the support activities in system support services functions • communicate the impacts of system support services functions to other technical support team members 2. Have comprehensive knowledge in IT and its role in the performance and capacity management process of the serving industry 3. Know the major activities in system support services and the resources required Be able to <ul style="list-style-type: none"> • outline the major activities in system support services • Identify the resources required in each of these major activities in system support services 4. Define, design and develop the process for system support services <ul style="list-style-type: none"> • Be able to define, design and develop the process for servicing items related to system support services with technical advice based on operations and infrastructure knowledge 5. Review the process for system support services Be able to <ul style="list-style-type: none"> • analyse the defined system support services process for its effectiveness and efficiency at regular intervals • identify key factors that are crucial to the effectiveness and efficiency of the defined system support services process • review the defined system support services and recommend new process for future improvements, if necessary 6. Provide support resources with appropriate skills for the provision of system support services <ul style="list-style-type: none"> • Be able to identify and allocate the with appropriate skills for the resources required (including the appropriate skills) in each of these major activities in the defined system support services process according to the organisation's guidelines 7. Define, design, establish, develop and review the process for system support services in a professional manner <ul style="list-style-type: none"> • Be able to define, design, establish, develop and review the system support services process of an organisation <ul style="list-style-type: none"> • based on industry best practices and standards as well as local and international standards, and • compliance with organisation's guidelines as well as any (local and international) laws and regulatory requirements, if applicable

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Assessment Criteria	<p>The integrated outcome requirements of this UoCs are the abilities to:</p> <ul style="list-style-type: none">• establish effective and efficient system support services process to satisfy the evolving demands of the business in a timely manner;• review, evaluate and improve the system support services process based on recommendations made during previous executions of the process; and• include enough resources with appropriate skills in the provision of system support services.
Remark	<ul style="list-style-type: none">• Examples of items related to server support services include, but are not limited to, the following:<ul style="list-style-type: none">• Hardware and software components such as server, network, voice, and video;• Configuration items for version control via an application asset management such as application related documents (e.g. system / design / programme specifications, codes and operation documentations); and• Items related to system management services such as the following:<ul style="list-style-type: none">• System Monitoring and tuning;• Service level measurement and reporting;• Software packaging and software distribution;• Configuration Management;• User administration and access control;• Directory services support;• Storage allocation and access control;• Data backup and recovery;• Remote Control;• Inventory Scan; and• Security Control such as Virus Scan and removal.

Extract from the Unit of Competency of Specification of Competency Standards for the Information and Communications Technology Industry

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Manage business intelligence
Code	105104L5
Range	This unit of competency (UoC) is applicable to staff responsible for the application of new technologies to promote business development in the retail industry. It requires judgement, supervision, analysis and evaluation. It covers the abilities to manage business intelligence tools in order to provide important information for making better decisions and assist the organization to handle related risks.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of business intelligence (BI) <ul style="list-style-type: none"> • Understand the business strategies and retail business processes of the organization • Understand BI tools and their applications, e.g.: <ul style="list-style-type: none"> • Monitor key performance indicators (KPI) of business • Forecast customer demand • Make more accurate business decisions, e.g.: <ul style="list-style-type: none"> • More competitive price • More accurate marketing • More accurate inventory control • Increase the sales • Communication among departments • Manage or analyze report information • Master the business process requirements and specifications of the organization's IT system 2. Manage business intelligence <ul style="list-style-type: none"> • Cooperate with business departments to confirm the organization's BI requirements, e.g.: <ul style="list-style-type: none"> • Confirm BI target user (e.g. senior management, middle management, general users, etc.) • Confirm areas for business development (e.g. purchasing, sales and marketing, customer service, etc.) • Confirm to buy BI software tools or to develop internally • Coordinate with IT department to develop the best BI system, e.g.: <ul style="list-style-type: none"> • Confirm and locate data in the organization • Aggregate database systems of the organization • Confirm on how to manage and save the data • Provide user tools to allow the access of detailed information • Transform KPIs into technical specifications and provide required BI functions • Formulate training programmes and timetable for BI system users • Check and maintain the BI system regularly to ensure provision of required information and information security

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the data of the BI system managed are accurate• Protect the benefit of the organization when managing the BI system
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Ensure that the BI system supports the organization's business development and provides necessary information in order to help the users make correct decisions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Formulate online sales strategies
Code	105105L5
Range	This unit of competency (UoC) is applicable to staff responsible for formulating sales strategies in the retail industry. It requires sound analysis and judgement. It covers the abilities to evaluate the current situation of the organization and formulate applicable online sales strategies to attract new customer sources and explore potential customers in order to promote the organization's overall retail business.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of online sales</p> <ul style="list-style-type: none"> • Understand the importance of current computer network (Internet) to sales expansion • Understand the organization's overall marketing strategy and customer relationship management policies • Understand online customers' consumption psychology and behaviour • Master characteristics of online sales, e.g.: <ul style="list-style-type: none"> • The continuous expansion and development of Internet and communication skills • The vast population gathered by the Internet and the diversity in culture • Master differences between online sales and traditional sales, e.g. <ul style="list-style-type: none"> • Changes in the methods of communicating information • Changes in consumer groups • Changes in consumption behaviour • Understand the ordinances and regulations on online business activities, including those related to sales, as stipulated by the government and governing bodies, e.g. collection of personal information

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	<p>2. Formulate online sales strategies</p> <ul style="list-style-type: none"> • Analyze the characteristics and selling points of goods of the organization and work out a list of products that are most suitable for online sales and their priority • Formulate online sales strategies for goods of the organization, e.g.: <ul style="list-style-type: none"> • Formulate a target customer list (corporate clients, private clients) • Formulate a sales model, e.g.: <ul style="list-style-type: none"> • Business to business (B2B) • Business to customer (B2C) • Customer to customer (C2C) • Determine the platform for online sales, e.g.: <ul style="list-style-type: none"> • Utilize the organization's own computer network • Utilize other portal websites of the Internet or the e-commerce platform • Utilize famous search engines for sales • Maintain close communication with and make frequent reports to the higher level and the marketing department • Determine the online sales format for products of the organization, including: <ul style="list-style-type: none"> • Online advertising, e.g. banner advertising, email advertising, e-magazine advertising, newsgroup advertising, bulletin advertising, etc. • Online marketing, producing product publicity and promotional effects by website traffic • Website promotion, attracting customers by improving website content and service • Relationship marketing, attracting customers to keep close relationship with the organization and building customer loyalty by interaction on the Internet • Formulate online sales methods and techniques for products of the organization, e.g.: <ul style="list-style-type: none"> • Online promotional discounts, cheaper than selling with traditional method • Online promotional lucky draws, very easy to implement by computer procedures and database, etc. • Ensure that all online sales activities of the organization comply with the regulations as stipulated by the government and governing bodies • Regularly review online sales strategies and make improvement <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Keep abreast of the latest ordinances of the government and governing bodies e.g. information, privacy and information security, etc., and ensure that all online sales strategies do not violate related regulations
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate a set of online sales strategies in accordance with the established marketing objectives of the organization; and • Expand sales network by online sales strategies in order to promote the organization's overall retail business.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Plan and develop an online business website
Code	105106L5
Range	This unit of competency (UoC) is applicable to IT staff in the retail industry. It covers the abilities to analyze, organize, and synthesize; to plan and develop an online business website suitable for the organization to use according to the organization's business strategies in order to expand its retail business.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of online business website</p> <ul style="list-style-type: none"> • Master the organization's online sales strategies and resources invested • Master the support for the organization's development of mobile Apps • Understand that the main objective of a business website is to make profits, with the following purposes: <ul style="list-style-type: none"> • Display corporate image • Release product information • Link to online customers • Explore new markets • Gain a great proportion of profits with less investment • Understand the importance of planning and developing a business website for the organization, e.g.: <ul style="list-style-type: none"> • Construction of website has great publicity effect • Construction of website meets with the development of times • Construction of website helps the access of detailed, useful and timely information • Understand factors of considerations in online business website development, e.g.: <ul style="list-style-type: none"> • Style and creativity of website • Logo of website • Visual process • Webpage framework and layout • Colour match of website

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	<p>2. Plan and develop an online business website</p> <ul style="list-style-type: none"> • Plan an online business website for the organization according to its online sales strategies and resources actually invested, e.g.: <ul style="list-style-type: none"> • Decide whether the website development will be done by the internal IT department or be outsourced • Decide the style and structure of website to meet the requirements of <ul style="list-style-type: none"> • Corporate business goals • Target group of customers • Characteristics of products for sale • Security, etc. • Develop online business website for the organization according to procedures, including: <ul style="list-style-type: none"> • Conducting studies with relevant department of the organization to analyze and confirm the basic structure of website • Providing website construction solutions to the higher level for reference and selection • Setting up a project team to be responsible for website development • Carrying out actual development of website, e.g.: <ul style="list-style-type: none"> • Webpage design • Programme development • Technical synthesis • Upload testing • Launch of website • Putting forward a website promotion plan according to market situation • Providing professional training to staff members and customers in the use of website <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Make appropriate arrangements to cater the requirements of different people e.g. the visually impaired, the disabled, etc. when planning the business website of the organization • Ensure that the organization's business website design and operation comply with the government's ordinances and requirements of regulatory bodies
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Plan and develop an online business website suitable for the organization to use in accordance with its business development; and • Assist the organization's retail business development by means of the online business website planned and developed.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Evaluate online business
Code	105107L5
Range	This unit of competency (UoC) is applicable to staff responsible for policy formulation in the retail industry. It requires critical analysis and evaluation. It covers the abilities to effectively evaluate the potential of online business and profit based on factors such as the organization's online sales strategies, the business websites developed and the products of the organization, etc., in order to assist the organization's retail business development.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of online business</p> <ul style="list-style-type: none"> • Master the established online sales strategies of the organization • Master the strengths of the organization in constructing business websites • Master the existing and future resources that the organization can invest for supporting online business • Understand the key successful factors of online business, e.g. <ul style="list-style-type: none"> • Image of the organization itself • Potential of the product in the online market • Accurate online marketing strategies • Successful brand design • Stable system development • Accurately master customer information, e.g.: <ul style="list-style-type: none"> • Purchase preference • Age group of customers • Areas of life and business activities • Inter-relationship between the above factors, etc. • Understand competitors' online business strategies and measures, etc. • Master the related ordinances and regulations on online business imposed by the government and governing bodies

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	<p>2. Evaluate online business</p> <ul style="list-style-type: none"> • Evaluate the online business of the organization’s product development in accordance with the established online sales strategies of the organization and the strengths of its website, including: <ul style="list-style-type: none"> • Conducting an extensive exploratory study on the development of online business for the products of the organization • Collecting and organizing products and services of the organization that are suitable for online sales • Conducting an analysis of Return on Investment for online business • Studying the organization’s comparative advantages and disadvantages against its competitors in online business • Evaluate other factors that may affect the feasibility of online business, including: <ul style="list-style-type: none"> • Exploring the overall economy, high-level operation mode and business propositions, etc. • Explore customers’ perception of the product value, acceptance level and usage • Overall market size • Market penetration analysis • Ability to fully utilize existing knowledge and resources in online business • Study and evaluate the crucial technological factors affecting the online business • Study and evaluate what effect will bring on the organization’s online business by the regulations of government ordinances and governing bodies • Integrate all aspects of feasibility evaluation and give suggestions to the management for online business, including: <ul style="list-style-type: none"> • Positioning and scale of the organization website • The mode of sales to be adopted by the organization website, e.g.: <ul style="list-style-type: none"> • Business to business (B2B) • Business to customer (B2C) • Customer to customer (C2C), etc. • Products or services that the organization website should give priority in sales promotion • Continue to monitor and give improvement suggestions after the actual operation of the organization website <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the benefit of the organization and customers will be taken into account during the evaluation of the online business of the organization • Prevent, in a professional manner, any abuse of power or corrupt conduct by means of online business during the evaluation of the online business of the organization
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Evaluate the feasibility and profit potential of online business based on factors such as the organization’s online sales strategies, website and products; and • Ultimately assist the organization’s overall retail business development by its online business.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Use new technologies to conduct retail business
Code	105108L5
Range	This unit of competency (UoC) is applicable to IT staff in the retail industry. It requires specialized techniques and methods. It covers the abilities to introduce new technologies and products to conduct retail business according to the established sales strategies of the organization in order to assist its overall business development.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of new technologies <ul style="list-style-type: none"> • Master established overall sales strategies of the organization • Understand new technologies and products currently available for retail business, including: <ul style="list-style-type: none"> • Internet • Smart phone • Tablet computer • Other mobile communication equipment • Understand the reaction of retail customers when using new technologies, e.g.: <ul style="list-style-type: none"> • Focus time is very short • Demand immediate response • Lack patience for unsuitable products • Not tolerate substandard service • Understand how new technologies and products support the organization's existing sales mechanism • Understand ordinances and regulations on the use of new technologies and products • Understand the extra costs or crises that may be brought by new technologies and products to the organization's retail business 2. Use new technologies for retail business <ul style="list-style-type: none"> • Consider to introduce new technologies/products/business solutions for retail business • Make full use of new technologies to enhance the organization's retail services for customers, e.g.: <ul style="list-style-type: none"> • Provide real-time online goods search • Customers can browse user comments on goods in real time • Order goods online in real time • Direct delivery of goods from the warehouse • Join to become exclusive members and enjoy the benefits • Update the computer's customer relationship management system of the organization • Evaluate the benefits brought by the new technologies and products to the organization's retail business • Ensure that customers can still receive the same information and service from other sales channels while using new technologies and products • Evaluate the extra costs or crises that may be brought by new technologies and products to the organization's retail business • Set indicators for the sales channel using new technologies in in order to maintain the service standard of the organization

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Strictly comply with relevant ordinances and regulatory requirements in the use of new technologies and products• Prevent in a professional manner any corrupt conduct with the abuse of new technologies and products
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Use new technologies and products to conduct retail business according to the established sales strategies of the organization; and• Assist the organization's overall retail business development by means of new technologies and products.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Develop an e-retail business model
Code	105109L5
Range	This unit of competency (UoC) is applicable to staff responsible for policies in the retail industry. It involves non-routine activities and requires judgement. It covers the abilities to develop an e-retail business model suitable for the organization, as resources permit, in order to develop its retail business.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of e-retail</p> <ul style="list-style-type: none"> • Master the established online sales strategies and related resources of the organization as well as the mobile phone apps • Understand the advantages of introducing e-business model, e.g.: <ul style="list-style-type: none"> • Reduce operational costs • Promote commodity's added value • Enhance the organization's competitiveness • Improve the relationship with customers • Improve the relationship with suppliers/business partners • Increase earnings and cash flow • Expand the market share • Understand factors affecting the development of an e-retail business model, e.g.: <ul style="list-style-type: none"> • Access mode of website • Content of website e.g. products and information • Application used • Infrastructure to be constructed • Services provided • Charging methods • Understand the regulations on e-business model and website as stipulated in the government's ordinances <p>2. Develop an e-retail business model</p> <ul style="list-style-type: none"> • Assess the applicability and effects of different e-retail business models, e.g. B2B, B2C, etc., on the organization's retail operations • Compare the strengths and characteristics of different e-retail business models • Assess and consider the advantages of e-business model according to the organization's actual situation and needs by the following ways: <ul style="list-style-type: none"> • Explore new opportunities brought by online technologies and applications • Conduct SWOT (Strength, Weaknesses, Opportunities & Threats) analysis on the e-retail business model • Assess the effect of launching the retail website on the market • Examine different e-retail business models and have actual experience of their operational procedures • Recommend to the higher level the most appropriate e-retail business model • Develop the operation plan for the selected e-retail business model

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure compliance with the relevant ordinances during the development of an e-retail business model• Consider the requirements of different people, e.g. the visually impaired and the disabled, during the development of an e-retail business model
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Develop the most appropriate e-retail business model for the organization as resources permit; and• Develop an e-retail business model that supports the organization's retail business development.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Evaluate the performance of the customer service IT systems
Code	105110L5
Range	This unit of competency (UoC) is applicable to staff responsible for IT support in the retail industry. It covers the abilities to critically analyze, evaluate and synthesize concepts and information; obtain the information on and evaluate the performance of the customer service IT systems in retail stores; use relevant information to plan and formulate related strategies of the organization.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of IT systems for retail stores <ul style="list-style-type: none"> • Understand the customer service strategies of the organization • Master the IT equipment, systems and supporting facilities commonly used in retail stores, e.g.: <ul style="list-style-type: none"> • Point of sale (POS) • Digital playback system • Interactive station • Scanner, printer • Customer relationship management system(CRM) • Understand the customer service criteria and practice of the industry • Master the ordinances related to online business, e.g.: <ul style="list-style-type: none"> • Personal Data (Privacy) Ordinance • Copyright Ordinance • Electronic Transactions Ordinance • International rules on e-commerce • Master IT project management skills 2. Evaluate the performance of the customer service IT systems <ul style="list-style-type: none"> • Use effective communication channels and techniques to gather users' comments and recommendations on the organization's IT equipment/systems for improvement • Evaluate the performance and applicability of the existing IT equipment/systems by making reference to comments from all sides and the external factors, and identify areas for improvement. Factors of consideration include: <ul style="list-style-type: none"> • Comments on equipment/system manufacturer's performance • User comments • Service pledge of the organization • Latest and compatible technology • Upgrade and optimize the functions of the existing IT equipment/systems of the organization regularly or when necessary to ensure that the equipment/systems used can: <ul style="list-style-type: none"> • Provide more stable, safe and easy-to-use system functions for customers • Keep abreast of the latest technological development • Meet new legal requirements • Conform to business strategies of the organization • Adapt to the latest business environment of the market • Formulate long-term optimization plans for IT equipment/systems according to the IT equipment/system optimization needs of the organization and new development trend of technology

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Maintain a professional manner when evaluating the performance of IT equipment/systems• Ensure the effective and proper use of corporate resources• Ensure that the equipment/systems used comply with the certification requirements for IT management systems (e.g. ISO20000)
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Evaluate and analyze the performance of the customer service IT systems and the optimization needs according to factors such as customers' requirements/comments on service, the latest technological development, etc. ; and• Formulate appropriate optimization plans for the customer service IT systems according to the evaluation results and the sales strategies of the organization in order to provide quality customer service and enhance the corporate business and image.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Manage outsourced online businesses
Code	105111L5
Range	This unit of competency (UoC) is applicable to staff responsible for promoting online business development in the retail industry. It involves planning, design and technical tasks. It covers the abilities to analyze and assess relevant information, effectively manage the performance of online business contractors and review relevant contract terms in order to bring the best return on investment (ROI) for the organization.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of outsourcing online businesses</p> <ul style="list-style-type: none"> • Master the organization’s online business strategies • Understand the established policies and guidelines of the organization for outsourcing online businesses • Understand what online business items and systems can be outsourced, e.g.: <ul style="list-style-type: none"> • Online business systems e.g. order system, inventory management system, distribution system and payment system • Publicity and promotion, e.g. online and traditional marketing activities • Website construction, repair and management • Online product catalogue • Master good communication and negotiation skills and computer technologies • Master the ordinances and regulations on outsourcing online businesses imposed by the government and regulation bodies • Understand various forms and characteristics of outsourcing online businesses, e.g.: <ul style="list-style-type: none"> • Cooperation arrangement • Licence • Letter of intent, memorandum of agreement

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	<p>2. Manage outsourced online business</p> <ul style="list-style-type: none"> • Cooperate with business departments to identify online business items and systems to be outsourced in order to achieve the best ROI • Look for suitable online business contractors according to the established policies of the organization • Agree with the selected online business contractors on terms of cooperation in line with the reasonable interests of the organization, including: <ul style="list-style-type: none"> • Service charges • Service quality and standards • Responsibilities of both sides • Monitor the performance of outsourced online business items and systems, as well as the relationship with the contractors, to see if the organization's expected targets and contract requirements are met <ul style="list-style-type: none"> • Relationship with service providers • Management of and communication with contractors • Performance quality of the outsourced items • Potential risk management • Regularly review and arrange negotiations with the contractors on the outsourced services <ul style="list-style-type: none"> • Review regularly with the contractors on performance and contract responsibilities, etc. • Document and file for record the contract responsibilities, performance requirements and compensations unfulfilled by the contractors • Arrange renegotiations with the contractors on contract arrangements, e.g. to terminate or renew the contracts, accordingly <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure the organization's interests in a professional manner when managing outsourced online businesses
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Assess accurately the systems or items in the organization's online business suitable for outsourcing, and bring the best ROI for the organization by outsourcing relevant procedures; and • Select appropriate contractors and formulate terms of cooperation in line with the interests and the established online business strategies of the organization; and • Monitor and regularly review the performance of the outsourced online business items and systems to see if it is up to standard and meets the contract requirements, and give optimization suggestions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Establish information database management policies
Code	105112L6
Range	This unit of competency (UoC) is applicable to staff responsible for information technology management in the retail industry. It requires critical analysis, integration and expansion of information technology. It covers the abilities to formulate effective information database management policies in accordance with the organization's established utilization and management objectives for information technology, and strengthen the organization's application of information technology in order to promote the retail business development.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of information database management</p> <ul style="list-style-type: none"> • Master the condition of the organization's internal information, including: <ul style="list-style-type: none"> • Usage • Standard • Implementation plan • Regulatory requirements, etc. • Understand different modes of information management policies, e.g.: <ul style="list-style-type: none"> • Centralization of information with information management policies formulated by executive committee members • Individual departments handle their own information and make limited reports • Individual staff members handle their own information • Understand different sources for collecting information assets, including: <ul style="list-style-type: none"> • Strategic information assets from the organization's strategic documents • Strategic information assets from market and product information • Operational information assets from existing operating system, procedures and documents • Understand information of the most popular database management system software, e.g.: <ul style="list-style-type: none"> • Oracle DMBS • Microsoft SQL Server • IBM DB2 • Open-sourced database system, MySQL, etc.

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	<p>2. Establish information database management policies</p> <ul style="list-style-type: none"> • Analyze the archives, trend and development of the organization’s business system • Forecast potential problems or risks that may threaten the operation of the information database system • Assess information database functions and the usage condition by different users in order to establish appropriate policies for fully utilizing the database system • Establish information database management policies or agreements, e.g.: <ul style="list-style-type: none"> • Documentation • Security • Maintenance • Usage and storage of information, etc. • Analyze different users’ needs and applications and formulate policies related to usage, security and back-up (including destruction of back-up) • Specify users’ rights to use and design related policies to monitor users’ conformity to the usage restrictions • Formulate security policies to prevent unauthorized use • Formulate information management requirements and policies for different information in order to fulfill the standard, implementation plan and regulatory requirements for information usage • Formulate architecture principles for different information in order to comply with the organization’s information management requirements and policies, e.g. how to organize, retrieve and handle information, etc. • Formulate criteria to coordinate the usage of information database and clearly convey the related message to various units in the organization <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Establish information database management policies in strict adherence with the organization’s established usage and management objectives for information technology • Ensure that the benefit of various stakeholders has been taken into account in the formulation of customer relationship strategies • Prevent, in a professional manner, any abuse of power or corrupt conduct by the abuse of information database management policies
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Analyze users’ needs, security requirements and predict threats to security in order to formulate policies for monitoring usage of information database; and • Formulate information management policies and architecture principles for establishing an architecture for the organization’s information.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Manage IT projects
Code	105113L6
Range	This unit of competency (UoC) is applicable to staff responsible for IT management in the retail industry. It covers the abilities to critically analyze, synthesize and extend information technology; manage IT projects properly according to corporate policy; and provide consultation and support for colleagues and customers on related IT projects in order to achieve the business goals and mission of the organization.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of IT project management <ul style="list-style-type: none"> • Master the details of the organization's IT projects in operation or to be launched • Understand IT project management activities • Understand IT project quality assurance activities • Understand methods for the management and quality assurance of different IT projects, e.g.: <ul style="list-style-type: none"> • PMP (Project Management Professional) • PRINCE2 (Projects in Controlled Environments) • Understand IT project management tools • Understand IT project quality assurance tools • Master the latest development in IT and project management 2. Manage IT projects <ul style="list-style-type: none"> • Implement the organization's IT projects e.g. e-business and e-trading solutions • Plan the management activities for these IT projects • Implement IT project management tasks • Use the management and quality assurance tools to manage the planned IT project activities • Carry out the related IT project activities for the organization with maximum efficiency • Use appropriate tools in project quality assurance to achieve the organization's business goals and mission • provide consultation and support for colleagues and customers on the IT projects • Assess the security risks of the IT projects and give suggestions to enhance protection • Plan and implement contingency plans to deal with accidents that may occur to the existing IT projects • Assess the performance of the IT projects and identify areas for improvement 3. Exhibit professionalism <ul style="list-style-type: none"> • Strictly comply with corporate policy during the management of the IT projects • Prevent in a professional manner any abuse of power or corrupt conduct by using the vulnerabilities of the IT projects
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Ensure the management of all IT projects of the organization; and • Ensure that the business goals and mission of the organization can be achieved ultimately with the support of different IT projects.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Build an online retail platform
Code	105114L6
Range	This unit of competency (UoC) is applicable to staff responsible for IT support in the retail industry. It requires critical analysis and evaluation. It covers the abilities to build an online retail platform according to the business strategies, development plan and operational needs of the organization in order to help the organization to achieve a high ROI.
Level	6
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of building online retail platform</p> <ul style="list-style-type: none"> • Master the organization's online retail platform strategies • Understand the IT infrastructure, system and support required for building an online retail platform • Master the concept, operation mode and characteristics of online retail platform, e.g.: <ul style="list-style-type: none"> • Online store • Multi-channel retail model without geographical restrictions • Search engine • Understand the composition and functions of an online retail platform, including: <ul style="list-style-type: none"> • Domain name/website address • Email account • Online payment system • Shopping system • E-cert and host platform • Web marketing tools • Applications • Understand the advantages of building an online retail platform and factors affecting its performance • Understand the norms and standards of the organization and the industry for online customer service • Master the legal requirements for online retail platform, e.g.: <ul style="list-style-type: none"> • Personal Data (Privacy) Ordinance • Electronic Transactions Ordinance • Consumable Security regulations • Copyright Ordinance • Registered Trademark • Ordinances related to consumer protection • Understand the organization's IT project management policy

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	<p>2. Build an online retail platform</p> <ul style="list-style-type: none"> • Analyze the development trend of online retail business and work with relevant decision-making personnel to formulate the targets and strategies for the organization's online retail business • Confirm the feasibility of providing internal R&D and support for the online retail platform • Formulate a comprehensive plan for building the online retail platform, including the operating cost, target ROI, timetable, etc. • Identify the required software and applications for building the online retail platform, e.g.: <ul style="list-style-type: none"> • Online shopping and tracking system • Create customer accounts • Online payment system and currency of the system • Choice of languages • Report system • Business intelligence • Security system e.g. data encryption • Design and formulate appropriate online business model and implementation plan according to the organization's online sales business strategies and development plan, including: <ul style="list-style-type: none"> • Domain name/website address design and selection • Internal R&D, outsourcing of services • Online payment system and method • Information security e.g. E-authentication tools • Marketing proposal e.g. search engine optimization (SEO), social media and forum • Predict potential problems or risks that may threaten the operation of online retail platform, and formulate contingency measures <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the design and operation the organization's online retail platform comply with the ordinances and regulations of the governing bodies • Prevent any corrupt conduct and fraud in using the online retail platform
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Build an online retail platform according to the business strategies, development plan and operational needs of the organization in order to help the organization to achieve a high ROI; and • Analyze 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 °
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Title	Manage an enterprise resource plan
Code	105115L6
Range	This unit of competency (UoC) is applicable to staff responsible for information technology in the retail industry. It covers the abilities to use various types of computer software to support and improve the effectiveness of work and exercise judgement effectively and appropriately; manage corporate resources and business workflow effectively (e.g. reduce data input and storage) in order to enhance customer satisfaction and accomplish the tasks of the enterprise timely and properly.
Level	6
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of enterprise resource plan (ERP)</p> <ul style="list-style-type: none"> • Understand the business strategies and the retail business workflow of the organization • Understand the advantages and the importance of implementing retail ERP, e.g.: <ul style="list-style-type: none"> • Integrate retail and distribution • Integrate the processes of ordering and shipment of goods • Material management and inventory control • Reduce costs • Efficient financial accounting, e.g. faster and more accurate payment settlement and financial report, etc. • Understand possible obstacles for the deployment of ERP, e.g. staff's resistance to change • Master the organization's retail business workflow and infrastructure • Master IT project management skills and technological development trend

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Information Technology

Competency	<p>2. Manage an ERP</p> <ul style="list-style-type: none"> • Identify and analyze the effectiveness and risks of different departments for implementing the ERP system, e.g.: <ul style="list-style-type: none"> • Customer relationship management (CRM) • Accounting applications • Sales system • Order tracking tools • Wage management system • Human resources management system • Regularly review and examine the existing ERP system and new technologies <ul style="list-style-type: none"> • Ensure that the system functions and information provided meet the operational needs of the organization • Use all functions effectively and comprehensively • Check whether the existing ERP system is upgradable or not • Develop the financial budget for the ERP system • Coordinate and cooperate with the IT department to formulate an implementation plan for the ERP system, e.g.: <ul style="list-style-type: none"> • Integrate the database systems of the organization • Confirm the priority for ERP system implementation • Assess and confirm suitable ERP system support • Confirm the scale of deployment (for one or many stores) • Implementation schedule • User training plan and schedule • Update or further develop ERP procedures according to corporate needs and the development of new technologies, e.g.: <ul style="list-style-type: none"> • Timely access required data (input manually or search automatically) • Compile reports • Re-design the business workflow <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Keep pace of the latest ordinances of the government and governing bodies on information, privacy, information security, etc. to ensure that the new technologies and products do not violate the relevant laws
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Identify the specific requirements of respective departments in the organization for ERP system; and • Plan and implement the ERP to ensure that the system functions meet the actual needs and operate smoothly, and can provide accurate and correct information in order to enhance the business and work efficiency of the organization.
Remark	

Units of Competencies for Store Operations

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Implement hygiene procedures
Code	105116L1
Range	This unit of competency (UoC) is applicable in retail-related workplace. It involves daily routine operations. It covers the abilities to follow the code of practice for personal hygiene to implement general sterilization and cleaning according to the organization's hygiene procedures and guidelines.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of public health</p> <ul style="list-style-type: none"> • Know about the concept of infectious diseases and the principles of preventing and controlling them • Understand the importance of maintaining the hygiene of store • Know about the organization's established hygiene procedures and measures, e.g.: <ul style="list-style-type: none"> • Personal hygiene of employees • Food hygiene (including storage and handling of food) • Environmental hygiene and purification • Hygiene of devices and equipment, etc. • Understand the types of infectious diseases and their preventive measures <ul style="list-style-type: none"> • Food poisoning and contamination, e.g. salmonella • Harm caused by insects (e.g. mosquitoes, cockroaches), e.g. Dengue fever • Harm caused by bacteria and viruses, e.g. H5N1 avian influenza, severe acute respiratory syndrome (SARS), Hepatitis, etc. • Know about sterilization methods and procedures applicable in the retail industry e.g. disinfectants and bleach • Understand the existing legislations and guidelines related to public health and occupational safety and health, e.g.: <ul style="list-style-type: none"> • Occupational Safety and Health ordinance • Food safety Ordinance • Public Health and Municipal Services Ordinance <p>2. Implement hygiene procedures</p> <ul style="list-style-type: none"> • Follow the organization's established hygiene procedures and measures during daily operations to prevent the spread of infectious disease, including: <ul style="list-style-type: none"> • Personal hygiene <ul style="list-style-type: none"> • Hand washing skills • Steps of wearing and removing personal protective equipment (e.g. facial mask) • Maintain etiquette when coughing • Specific requirements for food handling employees on personal hygiene • Hygiene of workplace and equipment <ul style="list-style-type: none"> • Hygiene of displays, e.g. keeping the shelves clean and packages of products intact (particularly for food) • Hygiene of premises, e.g. ventilation system, room temperature, etc. • Food hygiene, e.g. storage, handling and expiry date of raw and cooked food • Hygiene of equipment and devices • Promptly report to the higher level when a serious hygiene problem occurs in order to ensure that effective measures for prevention are carried out or reports are made to statutory bodies in a timely manner

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">Strictly follow public health ordinances and guidelines in daily operations
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">Follow related hygiene ordinances and the organization's established code of practice for personal and work hygiene in daily operations to ensure the cleanliness and hygiene of workplace and facilities in order to prevent the spread of infectious disease.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Implement procedures for the sale of age restricted goods
Code	105117L1
Range	This unit of competency (UoC) is applicable to staff working in retail stores. It covers the abilities to strictly implement procedures for selling age restricted goods in daily retail working environment so as to comply with legal and regulatory requirements.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of age restricted goods <ul style="list-style-type: none"> • Understand the types of age restricted goods sold by the organization, e.g.: <ul style="list-style-type: none"> • Air guns and bullets • Alcoholic goods • Tobacco goods • Indecent goods • Gambling goods • Understand the legislations and regulations of the government and governing bodies on age restricted goods, e.g.: <ul style="list-style-type: none"> • Control of Obscene and Indecent Articles Ordinance • Prevention of Child Pornography Ordinance • Prohibition of distributing obscene articles to juveniles • According to the Dutiable Commodities (Liquor) Regulations, retail stores are not allowed to sell liquors to persons under the age of 18 • Regulation on sales of tobacco products in the Smoking (Public Health) Ordinance 2. Implement procedures for the sale of age restricted goods <ul style="list-style-type: none"> • Understand the serious consequences on the organization for selling age restricted goods by mistake • Keep in mind the categories of the age restricted goods and where they are put in the retail store • The warning signs are placed at conspicuous spots of the retail store • warnings are shown on the packs of age restricted goods • Strictly follow the procedures of the organization and legal requirements for selling age restricted goods <ul style="list-style-type: none"> • Ask the customer for age proof if necessary • Politely refuse to sell the age restricted goods if the customer does not meet the age requirement • Explain clearly to the customer the reason for not selling the age restricted goods • Immediately seek help from colleagues or the higher level if the customer is uncooperative 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure compliance with the legislations of the government and governing bodies when selling age restricted goods
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Strictly implement the procedures for the sale of age restricted goods in order not to violate the law and be legally liable.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Perform the procedures for store inventory control
Code	105118L2
Range	This unit of competency (UoC) is applicable to staff working in retail stores. It covers the abilities to work in familiar conditions and under supervision, and to complete related work within specified date and time according to established inventory control procedures of the organization.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of store inventory control</p> <ul style="list-style-type: none"> • Understand established inventory control tasks and procedures of the organization, including: <ul style="list-style-type: none"> • Control of stock volume • Policy of stock labelling • Quality standard of goods • Correct procedures of packing and unpacking goods • Handling of expired, damaged and lost goods • Required tools and machinery • Locations and methods for storage of goods • Waste disposal procedures • Stock-related documents, e.g. godown entry and delivery note • Procedures for reporting problems or errors • Understand Government legislations and regulatory codes related to the work of inventory control • Understand relevant trade practice and codes of the retail industry and the work of inventory control <p>2. Perform the procedures for store inventory control</p> <ul style="list-style-type: none"> • Regularly conduct stock handling and control procedures for the store according to the above-mentioned procedures • Refer to and follow the instructions of the manuals, handbooks and guidelines provided by product suppliers when necessary • Conduct stocktaking regularly and report identified problems according to established procedures • Use relevant tools, computer hardware and software correctly • Prepare, submit and save documents related to the work of store inventory control • Report the store inventory status to the high level regularly and submit proposals on improving inventory control procedures

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure the accuracy and reliability of documents when conducting the procedures for store inventory control• Handle and control stock according to the Occupational Safety and Health Ordinance
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Complete related work within specified date and time according to the inventory control procedures of the organization; and• Ensure the accuracy of stocked-related documents and that the stock level complies with the requirements and regulations of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Perform retail sales system clearing
Code	105119L2
Range	This unit of competency (UoC) is applicable to staff responsible for cash settlement in the retail industry. It covers the abilities to complete related work accurately within specified time in familiar and routine working environment according to established codes and procedures for retail sales system clearing of the organization.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of retail sales system clearing</p> <ul style="list-style-type: none"> • Understand the code of practice and operating procedures for retail sales system clearing, including: <ul style="list-style-type: none"> • Handling deposits, withdrawals and balance • Handling cash and non-cash items • Security for the property being kept • Handling disposable cash • Operating the retail sales system and its ancillary devices • Understand the ways to handle cash and non-cash items, including: <ul style="list-style-type: none"> • How to turn on and off the retail sales system • Retail sales system clearing, e.g. clearance and transfer • Maintaining cash flow • Counting cash and non-cash items • Auditing non-cash papers • Recording withdrawn and deposited amount and balance • Handling credit cards and cheques • Master the legislations and regulatory codes on business transactions imposed by the Government and regulators • Master the clearing methods of the retail sales system, e.g.: <ul style="list-style-type: none"> • Manual method • Electronic method • Clearing done by dedicated operator/expert • Clearing done at specified time /closing time on a daily basis <p>2. Perform retail sales system clearing</p> <ul style="list-style-type: none"> • Operate the retail sales system according to the code of practice and operating procedures • Handle cash, withdrawals and cash flow according to established procedures • Record the data and information of the retail sales system accurately • Verify the records and clearing information of the retail sales system, including: <ul style="list-style-type: none"> • Checking related documents, e.g. the memorandum, invoice and receipt of financial transactions • Checking signed credit card slips • Checking the automatic printout with all the items listed by the retail sales system • Stop the system if there is any problem, and report to the high level and ask the maintenance company for repair

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Perform retail sales system clearing in a professional manner and prevent any corrupt conduct or fraudulent conduct from happening
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Perform retail sales system clearing accurately within the specified time according to relevant codes and procedures established by the organization; and• Verify the records and clearing information of the retail sales system and if in doubt, report to the high level immediately.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Replenish shelves
Code	105120L2
Range	This unit of competency (UoC) is applicable to store staff responsible for handling goods in the retail industry. It covers the abilities to work in routine conditions, and to replenish shelves timely and under special conditions according to established procedures and guidelines of the organization so as to ensure sufficient supply of products and smooth daily operation of the store.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of shelf replenish</p> <ul style="list-style-type: none"> • Know about the policy of shelf replenish of the organization • Understand the procedures and codes of shelf replenish of the organization <ul style="list-style-type: none"> • Verify product identification code or product code • Confirm the positions of product shelves • Check product prices • Check expiry date • Record the types and quantities of products replenished • Know about the factors for shelf replenish, e.g. : <ul style="list-style-type: none"> • Stock volume • Product delivery schedule • Size and packing of products • Understand the purpose and the importance of keeping sufficient products on shelves • Know about the common types of shelves and their characteristics, e.g. layer-type, rotary-type and drawer-type • Know about the code of occupational safety and health, and relevant requirements, e.g.: <ul style="list-style-type: none"> • Manual operation • Procedures for handling dangerous goods • Stacking of goods • Procedures for maintaining food hygiene <p>2. Replenish shelves</p> <ul style="list-style-type: none"> • Replenish shelves on time according to the schedule, procedures and codes, and the actual sales and demand <ul style="list-style-type: none"> • Maintain sufficient products on shelves • Follow the instructions for product storage (e.g. required temperature and humidity) • Take and receive goods from the warehouse according to established procedures for shelf replenish • In case of unexpected situations (promotional and reduction sales), replenish shelves promptly according to established procedures

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">Strictly follow the codes and requirements related to occupational safety and health when replenishing shelves
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">Accurately and promptly replenish shelves according to established procedures and guidelines of the organization so as to ensure the provision of sufficient products for sale.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Pack goods
Code	105121L2
Range	This unit of competency (UoC) is applicable to staff responsible for packing goods in the retail industry. It covers the abilities to use basic tools and materials to properly pack all kinds of goods within a certain time under familiar daily environment in order to protect the goods from damage and keep the food fresh and hygienic.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of goods packing</p> <ul style="list-style-type: none"> • Understand the purpose and use of goods packing, e.g. for transport, retail, etc. • Understand the procedures and specifications for packing different goods • Understand the types, characteristics and use of packing materials generally used in the retail industry, e.g.: <ul style="list-style-type: none"> • Card board box • Plastic bag, paper bag and sealed bag • Polyester/plastic tray • Cling film, etc. • Know about the using method and characteristics of different goods packing tools and equipment, e.g.: <ul style="list-style-type: none"> • Label printer/printer • Heat shrink tape • RFID scanner • Know about the requirements and codes of practice related to goods packing, e.g. content and wording of label • Understand the occupational health and safety procedures and requirements related to goods packing, including: <ul style="list-style-type: none"> • Food hygiene • Work safety <p>2. Pack goods</p> <ul style="list-style-type: none"> • Use suitable materials and tools to pack goods according to different purposes and natures of packing, including: <ul style="list-style-type: none"> • For display or transport • Prevent damage • Keep the freshness and hygiene • Stick the labels required on the goods for display or transport according to the established procedures for packing and file for record • Put the packed goods at specified place for display or transport arrangement according to guidelines

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the packing of goods complies with relevant health and safety ordinance, occupational safety ordinance and codes of practice
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Choose suitable packing materials and tools to pack goods according to the nature of different goods and purpose of packing, and ensure that it complies with relevant codes of practice, health and safety legislations and occupational safety ordinance.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Handle goods delivery
Code	105122L2
Range	This unit of competency (UoC) is applicable to staff responsible for handling goods in the retail industry. It covers the abilities to deliver timely the goods to specified customers under routine working environment.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of goods delivery</p> <ul style="list-style-type: none"> • Know about the procedures and requirements for goods delivery of the organization, e.g.: <ul style="list-style-type: none"> • Verification of information • Packing of goods • Arrangements for transportation • Know about the documentary proof related to goods delivery, e.g.: <ul style="list-style-type: none"> • Purchase order • Product identification documents • Bill of lading • Guidelines for suppliers/customers • Internal inventory record • Know about the layout of the warehouse/storage area of the store • Understand the characteristics and uses of different types of packing materials in logistics, e.g.: <ul style="list-style-type: none"> • Carton • Foam box • Bubble sheet • Bumper Pad • Understand legislations and codes related to occupational safety <p>2. Handle goods delivery</p> <ul style="list-style-type: none"> • Confirm the details of the goods for delivery according to the procedures and codes of the organization, including: <ul style="list-style-type: none"> • Documents for ordering goods (consignment ticket and delivery order) • Schedule for delivery of goods • Types and quantity of goods • Records for goods taken or returned • Deliver goods to customers correctly and timely according to the purchase order, including: <ul style="list-style-type: none"> • Gathering together the goods ordered by the customer • Choosing appropriate packing materials according to the nature of goods so as to reduce the chance of damage during delivery • Sticking on the goods the label with the customer's information • Verifying the delivery schedule and location • Placing the goods in the specified zone for delivery • Filling in the delivery form • Making proper arrangements for transportation • Verifying the goods for delivery • Giving clear instructions to the driver if the goods require special treatment during delivery

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure timely and proper delivery of goods to the specified customer
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Timely and properly deliver the goods ordered by the customer to the destination according to the delivery procedures and guidelines of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Handle goods return
Code	105123L2
Range	This unit of competency (UoC) is applicable to staff working in retail stores. It covers the abilities to work in familiar and routine conditions, and to handle properly the goods return from customers according to established policy and procedures of the organization so as to enable smooth operation of the retail business.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of handling goods return</p> <ul style="list-style-type: none"> • Understand the organization's policy and procedures of handling goods return, including: <ul style="list-style-type: none"> • Valid receipt of purchasing goods • Time limit for goods return • Requirements for goods return, e.g. unopened or unused goods • Formalities for goods returned by customers, e.g. fill in required information • Understand the rights of customers, e.g. asking for the return or replacement of goods and even refund • Understand the authority held by different posts of staff handling goods return and the channels to seek support from the higher level • Understand the procedures after acceptance of returned goods, e.g.: <ul style="list-style-type: none"> • Providing replacement for customers • Attaching an appropriate label to the goods returned by customers • Position of the goods which can be put for resale • Position of the goods which cannot be put for resale, e.g. substandard, defective or expired goods • Updating the information of the goods, e.g. stock volume • Master the legislations and requirements of the Government and governing bodies related to the handling of goods returned by customers

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Handle goods return</p> <ul style="list-style-type: none"> • Accept goods returned according to the organization's policy and procedures, including: <ul style="list-style-type: none"> • Treating the customer politely and enquiring about the reason for goods return • Apologizing to the customer immediately if the organization is found to bear the responsibility • Giving the customer the choice of a replacement or refund and following the customer's wish as far as possible • Clearly explaining to the customer the way to deal with the matter and the fee required (if any) • Giving the replaced goods or refund to the customer • Handle goods return according to the organization's policy and procedures, including: <ul style="list-style-type: none"> • Checking the type, quantity and condition of the returned goods • Providing accurate information for the staff responsible for replacement or refund • Updating the information of the goods concerned in the inventory management system immediately (or as soon as possible) • Putting the goods on appropriate shelf or into appropriate warehouse if they can be put for resale • Putting the goods in appropriate position and attaching a clear label to them if they cannot be put for resale • Distinctly attaching a label or instructions to the goods if they have to be returned to the supplier • Report to the higher level immediately if a special occasion occurs when handling goods return • Regularly report to the higher level the quantity of goods returned by customers <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Strike a balance between the benefits of the organization and customers when handling goods return, and avoid the occurrence of complaints as far as possible
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Properly handle goods returned by customers according to established policy and procedures of the organization; and • Satisfy customer needs as far as possible and avoid the occurrence of complaints when handling goods return.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Commit to the work of the retail team
Code	105124L2
Range	This unit of competency (UoC) is applicable to staff working in retail stores. It covers the abilities to commit to the retail team of the organization and work actively under daily working environment to help build the team spirit.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of retail team</p> <ul style="list-style-type: none"> • Understand the organization’s requirements for staff as members of the retail team, e.g.: <ul style="list-style-type: none"> • Work diligently • Follow the instructions of the higher level • Get along with colleagues • Bring out the team spirit • Understand the major obstacles for blending in the retail team, e.g.: <ul style="list-style-type: none"> • Discriminating others (racial or disability discrimination) • Bullying • Harassment (sexual harassment) • Adopt an uncooperative attitude toward colleagues and undermine team spirit • Understand relevant legislations and regulations imposed by the government and governing bodies, including: <ul style="list-style-type: none"> • Anti-discrimination Ordinance • Personal Data (Privacy) Ordinance • Disability Discrimination Ordinance • Race Discrimination Ordinance • Codes of Practice on Employment • Master the method and skills of communicating with the higher level and colleagues and treat others politely

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Commit to the work of the retail team</p> <ul style="list-style-type: none"> • Commit to daily work of the retail team with a cooperative attitude, e.g.: <ul style="list-style-type: none"> • Follow the instructions of supervisor • Respect colleagues' opinions and doings • Consider the interests of the organization first • Maintain a harmonious working atmosphere • Follow the organization's codes of practice and guidelines • Comply with related government legislations and guidelines of the organization, including those of anti-discrimination, bullying and harassment • Actively respond to colleagues' requests by considering whether or not: <ul style="list-style-type: none"> • Your workload is allowable • Those are your job duties • The relationship of mutual cooperation could be maintained • It is helpful to the organization • Solve problems of work with colleagues with a cooperative attitude and offer help • Explain politely to colleagues the reason for not offering immediate help • Seek for guidelines and help from the higher level as soon as possible when a dispute occurs in the team that is difficult to mediate • Take the initiative to improve your work performance, including: <ul style="list-style-type: none"> • Learn from good colleagues at work • Attend training courses that can improve performance • Ask superiors and colleagues about their comments/opinions on your performance <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Commit to the work of the retail team and consider the interests of the team first to build a harmonious working environment
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Blend in with the retail team of the organization and actively commit to the work; and • Demonstrate the team spirit in order to improve the morale of colleagues in the retail store.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Prevent theft
Code	105125L2
Range	This unit of competency (UoC) is applicable to staff working in retail stores. It covers the abilities to prevent shop theft effectively according to the security guidelines of the organization.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of prevention of theft</p> <ul style="list-style-type: none"> • Understand the general practice and procedures of the retail industry for handling theft • Understand the organization’s measures for prevention of shop theft • Understand the organization’s resources invested in prevention of theft, including: <ul style="list-style-type: none"> • Publicity, e.g. site broadcast and cardboard policeman • Manpower, e.g. participation by designated personnel or all staff • Equipment, e.g. alarm system using infra-red/radio identification technology and closed-circuit television • Master the techniques and procedures for operating the anti-theft equipment of the organization • Master the proper ways to handle theft • Master the procedures of reporting theft cases • Understand the legislations and guidelines of the Government and governing bodies related to combating shop theft <p>2. Prevent theft</p> <ul style="list-style-type: none"> • Ensure that all related staff and parties (e.g. contractors) are capable of mastering the measures and responsibilities for prevention of theft • Take appropriate measures to prevent theft <ul style="list-style-type: none"> • Attach anti-theft tag to goods • Place the goods and equipment properly (not to be stolen easily) • Use manpower and anti-theft equipment (e.g. video devices) to monitor displayed goods • Use broadcast or cardboard policemen to remind customers of prevention of theft • Watch the act of suspected individuals without disturbing customers • Strictly enforce the measures for prevention of theft according to established procedures <ul style="list-style-type: none"> • Ensure the normal operation of anti-theft equipment • Handle cash transactions and payments in a cautious and procedural manner • Handle suspected cases of theft politely, e.g. there is a need to check the belongings of customers if the alarm is triggered • Report cases of theft to the higher level and law enforcement bodies • Regularly report to the higher level the implementation of anti-theft measures and propose improvements

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the measures for prevention of theft comply with the legal requirements
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Enforce the organization's established measures for prevention of theft; and• Prevent shop theft effectively so as to safeguard the benefit of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Handle damageable goods
Code	105126L2
Range	This unit of competency (UoC) is applicable to store staff in the retail industry. It covers the abilities to work in routine and familiar conditions, and to handle properly damageable goods according to established procedures of the organization so as to enhance goods management.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of damageable goods <ul style="list-style-type: none"> • Understand the types of damageable goods <ul style="list-style-type: none"> • Easily broken (e.g. glass) • Easily deformed (due to exposure to sunlight, immersion in water or high/low temperature) • Easily discoloured (e.g. certain types of fabrics and paintings) • Easily decayed (e.g. food) • Understand the organization's procedures and methods of handling general goods and damageable goods • Understand the possible impact of damageable goods on the occupational safety and health of staff, and related protective measures • Master the consumption behaviour and patterns of different customer groups towards damageable goods • Understand relevant legislations of the Government and governing bodies <ul style="list-style-type: none"> • Food Safety Ordinance • Occupational Safety and Health Ordinance • Sales of Goods Ordinance • Trade Descriptions Ordinance 2. Handle damageable goods <ul style="list-style-type: none"> • Handle damageable goods according to the guidelines and procedures of the organization <ul style="list-style-type: none"> • In receiving goods <ul style="list-style-type: none"> • Fill in relevant documents properly • Check all the goods and ensure that they are intact and undamaged • Take appropriate follow-up actions if the goods do not pass the inspection, e.g. reject or attach "return" label to them • Properly handle the goods according to their nature, and store or place them in an appropriate way, e.g. freeze, seal, adjust humidity, wrap with pads, etc. • Withdraw the goods from or store them in warehouse <ul style="list-style-type: none"> • Carefully read the instructions (if any) on the label • Check whether the goods is damaged or decayed • Move the goods carefully and put them in an appropriate place (e.g. cold storage chamber) • Take appropriate follow-up actions for questionable goods when they are stored/withdrawn, e.g. dispose or attach "warning" label to them • Remind customers of the vulnerability of goods during the handover and explain clearly the proper way to handle/preserve them

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">Carefully handle damageable goods under any circumstances so as to avoid losses incurred to the organization
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">Properly handle damageable goods according to established guidelines and procedures so as to enhance goods management and safeguard the benefits of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Process orders
Code	105127L2
Range	This unit of competency (UoC) is applicable to staff working in retail stores. It covers the abilities to process customer orders in daily familiar working environment according to the organization's established procedures.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of processing orders</p> <ul style="list-style-type: none"> • Understand the organization's general methods and procedures for processing goods orders <ul style="list-style-type: none"> • Unify the operations and arrangements of the orders processing system • Tools required, e.g. trolley, packing materials, etc. • Choose and process the goods • Calculate, verify and record the price and quantity of goods ordered • Master the problems that may occur during processing of orders and their solutions • Understand the legislations of the government and the governing bodies for processing goods orders, e.g.: <ul style="list-style-type: none"> • Sale of Goods Ordinance • Code of Practice on Procurement of Supplies, Goods and Services, etc. <p>2. Process orders</p> <ul style="list-style-type: none"> • Process the customer order according to the organization's established procedures, including: <ul style="list-style-type: none"> • Filling in the information required accurately, including the customer's name, address and telephone, type and quantity of the goods, etc. • Reading the content and requirements of the order carefully • Choosing and use appropriate tools to help the selection and packing of goods ordered by the customer • Adopting effective preventive measures to avoid mistakes that may occur in choosing and processing goods, e.g. inappropriate way of handling fragile goods • Reporting to the higher level immediately for abnormal or special situation • Filing the processed orders properly • Ensure that the organization handles the goods in a legitimate situation if the goods ordered are of special nature (e.g. controlled items, dangerous items, etc.); seek instructions from the higher level if necessary • Report to the higher level regularly on the status of processing goods orders

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure the consistency in treating all customers and the provision of quality customer service when processing orders, and handle the goods ordered by the customer properly within the time specified
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Process customer orders properly according to the established guidelines and procedures of the organization; and• Ensure that the goods ordered are delivered to the address given by the customer within the specified time.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Handle cash and credit card transaction payment
Code	105128L2
Range	This unit of competency (UoC) is applicable to staff responsible for handling transaction payment in the retail industry. It covers the abilities to handle cash and credit card transaction payment accurately and quickly according to the organization's established procedures in daily and routine operations so that transactions can be conducted smoothly.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of cash and credit card transaction payment <ul style="list-style-type: none"> • Understand the organization's established procedures for handling cash and credit card payment, e.g.: <ul style="list-style-type: none"> • Acceptable cash currency (Hong Kong dollars, Renminbi, other foreign currencies, etc.) • Acceptable credit card category (VISA Card, Master Card, UnionPay Card, etc.) • Acceptable credit card/cash payment amount (if any) • Electronic money (e.g. credit card, EPS) • Understand fraudsters' general tricks • Understand the security features of real banknotes and real credit cards • Understand the legitimate rights and interests of the credit of customers and retailers • Understand the operational procedures of the organization's automatic pay system 2. Handle cash and credit card transaction payment <ul style="list-style-type: none"> • Handle transactions paid by cash and credit card in daily and routine operations, and ensure that various forms of transactions (e.g. payment/change of money, cancellation/alteration, debit, etc.) are carried out correctly • Record the customer's payment or the amount of the change accurately and promptly in the organization's automatic pay system • Verify that the amount paid by the customer/the amount of the change is correct • Handle the received payment, reprint and transaction record properly according to corporate guidelines • Seek instructions from the higher level immediately when encountering fraudulent payment practices (e.g. fake credit card/ counterfeit banknote) or in doubt 3. Exhibit professionalism <ul style="list-style-type: none"> • Handle payment transactions with good customer service attitude
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Handle customer's cash and credit card transaction payment accurately and quickly according to the organization's established procedures; and • Record the payment/change amount promptly and accurately in the organization's automatic pay system.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Implement work safety guidelines
Code	105129L2
Range	This unit of competency (UoC) is applicable to staff working in retail stores. It covers the abilities to have basic understanding of work safety guidelines and implement them in daily routine operations.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of work safety guidelines <ul style="list-style-type: none"> • Understand the organization's established occupational safety and health policy and related guidelines • Understand general codes of practice and monitoring measures for work safety in the retail industry • Understand government legislations related to occupational safety and health, e.g.: <ul style="list-style-type: none"> • Occupational Safety and Health Ordinance • Factories and Industrial Undertakings Ordinance • Fire Services/Fire Safety Ordinances • Dangerous Goods Ordinance, etc. • Understand basic safety guidelines for general workplace in Hong Kong, e.g.: <ul style="list-style-type: none"> • Safe use of electricity • Fire service installations and equipment and safety measures • Basic knowledge of first aid • Knowledge of office/workplace safety 2. Implement work safety guidelines <ul style="list-style-type: none"> • Implement the organization's established occupational safety and health policy and related guidelines during daily operations, including: <ul style="list-style-type: none"> • Always pay attention to occupational safety and insist to work under safe and healthy situation • Pay attention to the safety of machine/electrical equipment operation • Pay attention to personal hygiene and correct posture while working • Prevent/reduce accidents while at work • In case of an accident, implement contingency measures under supervision • Assist retail site management staff to implement work safety guidelines, and report to the higher level once observing any occupational safety and health hazard • Regularly exercise the occupational safety and health measures e.g. fire drill 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure that under no circumstances would the safety guidelines not to be followed for the sake of convenience or in a hurry • Ensure the compliance with relevant legal requirements in the implementation of work safety guidelines
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Implement the organization's established work safety guidelines; and • Work in safe environment in order to prevent/reduce accidents.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Keep the retail environment clean and tidy
Code	105130L2
Range	This unit of competency (UoC) is applicable to staff working in retail stores. It covers the abilities to keep the retail stores environment clean and hygienic in familiar and daily environment according to established standards and working guidelines for cleanliness and hygiene in order to prevent accidents and protect the corporate image.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of clean and tidy retail environment <ul style="list-style-type: none"> • Understand accidents that may be caused by poor management of the retail environment, e.g. slip, trip, collision, wounded by falling goods, etc. • Know about the organization's established standards and measures for keeping the environment clean and tidy, e.g.: <ul style="list-style-type: none"> • Workplace area (passages, corridors) • Product shelves and display items • Packing of goods/foods • Tools and equipment • Understand the importance of keeping the retail environment clean and hygienic to corporate image and business • Know about general ways of workplace housekeeping and their advantages, e.g.5S (Organization, Standardisation, Neatness, Cleanliness and Discipline) • Know about relevant occupational safety and health codes, e.g.: <ul style="list-style-type: none"> • Work safety • Handling of dangerous goods 2. Keep the retail environment clean <ul style="list-style-type: none"> • Implement established measures in daily routines according to the organization's requirements and standards for cleanliness and hygiene of the environment in order to keep the retail environment clean and hygienic, including: <ul style="list-style-type: none"> • Environment outside the store <ul style="list-style-type: none"> • Clean store signboards and windows • Clean up trash and obstacles • Environment inside the store <ul style="list-style-type: none"> • Keep the floor/mat clean, dry and flat • Keep the passages and corridors unblocked • Items are neatly and securely placed • Equipment and monitors are not dusty • Items should not be stacked too high • Store dangerous items/materials properly • Use various tools and equipment correctly when cleaning the environment so as to prevent accidents, e.g. personal protective equipment, ladder/step stool, etc. • In case of emergency, carry out cleaning and remedial measures quickly according to corporate guidelines and measures without affecting daily business operation or causing any danger to customers and staff, e.g.: <ul style="list-style-type: none"> • Handle spilled liquid and fragments • Place umbrella bags, umbrella holders, non-slip mats, etc.

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">Keep the retail environment clean, tidy and hygienic in order to provide a comfortable shopping environment for customers
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">Adopt appropriate measures according to corporate requirements to ensure that the retail environment is clean and tidy to avoid causing any danger to customers and staff and to maintain the corporate image and normal business operation.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Implement store design plan
Code	105131L3
Range	This unit of competency (UoC) is applicable to staff in the retail industry. It requires independent analysis, judgement and execution. It covers the abilities to implement the organization's store and window design plan and provide a safe shopping environment for customers.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of store design plan</p> <ul style="list-style-type: none"> • Understand the business strategies and marketing plan of the organization • Master the details of the store and window design plan of the organization, including: <ul style="list-style-type: none"> • Actual layout of design • Groups of customers targeted by the design plan • Message expressed by the design plan • Considerations for corporate image • Master the actual environment of the store design plan, including: <ul style="list-style-type: none"> • Space of the site, e.g. area, height • Facilities of the site, e.g. lighting, power supply audio effect, etc. • Installations of the site, e.g. ceilings, raised platform and fixtures e.g. changing room • Limitations in the use of the site (e.g. size of the volume) • Time limitations, e.g. whether can be placed 24 hours or not • Understand the resources required for the implementation of the store design plan • Understand government ordinances and regulations for the implementation of the store design plan • Understand the competitive environment faced by the organization and competitors' sales practices <p>2. Implement store design plan</p> <ul style="list-style-type: none"> • Apply the knowledge of the store design plan in the daily work, e.g.: <ul style="list-style-type: none"> • Seek clear guidelines from the higher level on business strategies, targeted market, customer groups, etc. • Measure the usable space and area of the site • Make a sketch or model of the proposed appearance of the store and windows if necessary • Prepare the configuration plan to include the details of layout analysis, expected customer flow and needs, fixtures, budget, etc. • Put the goods in places/on the shelves securely according to the design plan • Record the appearance of the store and windows designed, e.g. take photographs or save at computer • Collect customers' impressions and comments on the store and window design through effective channels • Optimize the design plan according to comments collected and implement them

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">Implement the store design plan in a professional manner to ensure that the design complies with the legal requirements on fire services
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">Implement the established store and window design plan. The implementation of the store design plan can provide satisfactory shopping experience to customers and help promote the organization's retail business.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Implement shop security procedures
Code	105132L3
Range	This unit of competency (UoC) is applicable to staff responsible for security matters in the retail industry. It requires analysis, judgement and implementation. It covers the abilities to implement shop security procedures and arrangements of the organization so as to avoid goods/properties loss and safeguard the benefits of the organization.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of shop security</p> <ul style="list-style-type: none"> • Understand the organization’s shop security procedures and arrangements • Master the organization’s shop security procedures and related details, including: <ul style="list-style-type: none"> • Manpower arrangements, e.g. to be responsible by the staff or to employ professional security guards • Application of security equipment and where the equipment put • Theft prevention/handling procedures e.g. report to the police • Prevention/handling procedures for other security matters, e.g. false statement during the transaction, malicious damage of goods, etc. • Understand the application of the security equipment installed in the store, including: <ul style="list-style-type: none"> • Infra-red alarm system • Radio frequency identification (RFID) system • Closed-circuit television • Communication equipment, e.g. walkie-talkie, speaker, etc. • Understand the ordinances, codes of practice and other related guidelines for security of retail stores imposed by the government and governing bodies <p>2. Implement shop security procedures</p> <ul style="list-style-type: none"> • Arrange appropriate manpower to take up different security jobs in the store • Strictly follow government ordinances and regulatory guidelines when implementing shop security procedures, e.g.: <ul style="list-style-type: none"> • Comply with the privacy ordinance when checking handbags of the staff/customers • Take into account the fire services ordinance when placing the security equipment, e.g. do not lock the escape door • Strictly follow the established procedures and ways to implement the above-mentioned shop security tasks • Monitor the security tasks continuously and look for potential loopholes in security by means of the following: <ul style="list-style-type: none"> • Site observation at the workplace • Role-play to collect information • Report obtained from a third party • Staff and customer opinions • Questionnaire or interview to get the answers, etc. • Report the monitoring results regularly to the higher level and propose improvements • Communicate with staff of all levels on security matters through effective channels • Cooperate and liaise with external bodies, e.g. security companies, Police Department, etc.

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Implement shop security procedures according to the ordinances and codes of practice for security imposed by the government and regulatory bodies
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Implement shop security procedures and arrangements of the organization; and• Report potential loopholes in security to the higher level during the implementation of shop security procedures and propose improvements.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Deploy staff
Code	105133L3
Range	This unit of competency (UoC) is applicable to personnel management staff in the retail industry. It requires analysis and judgement. It covers the abilities to master the scope of work and duties of all ranks of the organization; make recommendations to management level on staff deployment and implement them according to the change in organization's manpower structure, the performance and development aspiration of staff, so as to bring out their strengths and facilitate the development of the organization.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of human resources management</p> <ul style="list-style-type: none"> • Understand basic human resources management concepts • Understand the organizational structure and the area of work and duties of all ranks of the organization, such as: <ul style="list-style-type: none"> • Cashier • Sales person • Promoter • Tally clerk • Warehouse supervisor • Understand the human resources management policies of the organization, including: <ul style="list-style-type: none"> • Recruitment and appointment • Job nature analysis • Salary management • Performance management • Staff training • Understand different forms and principles of staff deployment, including: promotion, secondment, posting, etc. • Understand the benefits of internal selection and promotion, such as: <ul style="list-style-type: none"> • Enhancing staff's learning and working initiative • Fostering staff's sense of belonging to the organization • Understand the effects of staff deployment on the organization on the operational cost, change in organizational structure, etc.

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Deploy staff</p> <ul style="list-style-type: none"> • Decide on manpower demand according to the current and long-term human resources policies of the organization • Make recommendations to the management level on staff deployment and implement them according to daily operational needs <ul style="list-style-type: none"> • Review the operational needs of the stores and staff's abilities and strengths to decide on the number of staff to be deployed • Deploy staff to suitable positions so as to bring out their strengths • Make deployment or secondment or recruit temporary staff to meet seasonal, operational or urgent needs • Deploy staff to suit the long-term human resources plan <ul style="list-style-type: none"> • Review regularly related factors of all kinds so as to assess future manpower demand, including: <ul style="list-style-type: none"> • Business performance of the organization • Number of staff in stores • Staff's skills • Staff wastage • Decide on the recruitment or deployment plan according to the human resources policies and earnings forecasts of the retail stores • Review staff performance after deployment and the effect on the operation of the organization <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure reasonable deployment of staff according to the principle of fairness and justice in order to avoid job mismatch • Comply with ordinances related to equal opportunities and anti-discrimination • Maintain good communication with staff members or staff associations (e.g. staff unions)
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Master the organizational structure and the scope of work and duties of all ranks of the organization; and • Make recommendations to the management level on staff deployment and implement them according to the current status and future business development as well as the manpower demand of the organization, so as to bring out strengths of staff and facilitate the development of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Implement first aid procedures
Code	105134L3
Range	This unit of competency (UoC) is applicable in retail workplaces. It covers the abilities to apply basic first aid knowledge to perform first aid to patients promptly and correctly in different circumstances.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. General first aid knowledge <ul style="list-style-type: none"> • Understand the definition, aim and principles of first aid • Know about gears and pharmaceutical products within the first aid kit and their uses e.g. sterilizing agent, bandage, triangular bandage, waterproof strips, safety pin • Know about common types of accidents that may occur in retail workplaces e.g. cuts, bleeding and trauma, shock, burns, electrical shock and foreign matters in the eye • Know relevant occupational safety and health regulations e.g. requirements on the number of qualified first aiders and on first aid equipment 2. Implement first aid procedures <ul style="list-style-type: none"> • Follow correct procedures to examine and identify the medical condition of the patient, and carry out suitable emergency and measures • Apply first aid knowledge correctly to handle general accidents e.g. treatment for bleeding; treatment for cuts, burns, shock, electrical shock and eye injuries • Master the uses of pharmaceutical products and gears within the first aid kit • Use suitable personal protection equipment when performing first aid treatment • Check the seriousness of injury, and refer the patient to treatment by professionals if necessary • Call 999 for an ambulance to send the patient to a hospital immediately if the injury is serious; help the patient go to nearby clinic to seek medical attention if he/she can walk, and report to relevant departments to follow up • Promptly notify relevant departments of the organization according to guidelines, record correctly the accident and first aid procedures performed, and properly filed for reference 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure the first aid procedures are performed by qualified personnel (e.g. holder of certificate of a first aid course organized by an authorized institution in Hong Kong)
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Apply basic first aid knowledge to handle general accidents in routine working environment; and • Use suitable personal protection equipment when performing first aid treatment.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Identify and watch suspicious customers
Code	105135L3
Range	This unit of competency (UoC) is applicable to staff responsible for store operation in the retail industry. It covers the abilities to work under supervision, and to identify and watch suspicious customers according to the store security measures of the organization so as to prevent shop theft.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of store security</p> <ul style="list-style-type: none"> • Understand the measures for prevention of shop theft • Understand the purpose and the importance of performing security duties at stores and workplaces • Understand the legislations related to shop theft • Understand the methods of identifying suspicious customers, e.g. their traits, behaviour and manner • Understand how to operate security equipment and where it is installed, e.g. closed-circuit television and anti-theft mirror • Understand the authority and duties of different ranks of store staff, e.g.: <ul style="list-style-type: none"> • Watching suspicious individuals • Reporting to the police • Understand the ways to handle suspicious individuals, e.g. interception and reporting to the police <p>2. Identify and watch suspicious customers</p> <ul style="list-style-type: none"> • Master the ways to identify the behaviour and traits of suspicious customers, e.g. : <ul style="list-style-type: none"> • Wearing thick and loose overcoat, which does not fit in with the weather conditions • Going in and out of the store frequently but making no purchase • Entering the store in a flock and causing some disturbances • Use anti-theft equipment to watch the act of suspicious customers continuously or do the same personally, e.g. : <ul style="list-style-type: none"> • Whether the product is hidden in the clothes or handbag • Whether the price tag is replaced or changed without permission • Whether the product is taken away but not paid for • Handle suspicious customers or shoplifters according to the guidelines of the organization, including: <ul style="list-style-type: none"> • Using customer service techniques to hint to the suspicious customer that his/her behaviour is being watched • Alerting security guards and other store staff • Intercepting the suspicious customer who want to leave, and seek assistance from the higher level or report to the police

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">Strictly follow relevant legal requirements and maintain good attitude when watching or handling suspicious customers, and prevent theft effectively
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">Identify and watch the behaviour of suspicious customers and take proper actions and measures to prevent theft so as to safeguard the benefits of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Set up goods classification
Code	105136L3
Range	This unit of competency (UoC) is applicable to staff responsible for goods management in retail stores. It requires proper classification of goods, after analysis and judgement, in accordance with the organization's goods classification guidelines and procedures to assist the organization's retail business development.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of goods classification</p> <ul style="list-style-type: none"> • Understand the organization's established guidelines and procedures for goods classification • Understand criteria of goods classification, e.g.: <ul style="list-style-type: none"> • By usage of goods • By raw materials of goods • By production method of goods • By ingredients of goods, etc. • Understand the purpose of goods classification, e.g.: <ul style="list-style-type: none"> • Facilitate retail business management • Facilitate customers to understand characteristics of goods • Facilitate the organization to analyze and review the sales of goods • Fulfil the legal requirements as stipulated by the government, e.g. customs declarations for import and export, etc. • Master methods of goods classification, e.g.: <ul style="list-style-type: none"> • Line taxonomies (i.e. hierarchical classification) • Faceted classification (i.e. parallel classification) • Understand the requirements of the government and governing bodies for goods classification, e.g.: <ul style="list-style-type: none"> • Goods classification for import and export customs declarations • Related government ordinances, e.g. Undesirable Medical Advertisements Ordinance (UMAO), registration of Chinese and Western medicine, Nutrition Labelling (7+1), etc. • International classification to use when applying for a registered outlook design from the Intellectual Property Department, etc.

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Set up goods classification</p> <ul style="list-style-type: none"> • Classify goods of the organization in accordance with the following considerations/requirements, including: <ul style="list-style-type: none"> • The organization’s established guidelines for goods classification • Characteristics of goods sold by the organization • Requirements of the government and governing bodies • Cultural differences between different customers • Local and international freight contract provisions, etc. • Implement goods classification, including: <ul style="list-style-type: none"> • Communicating with related staff and external parties • Searching for, obtaining and interpreting goods classification guidelines and information • Compiling a list of goods categories • Classifying goods and assigning codes after classification • Facilitating work related to goods classification by computer software • Filing or inputting information related to goods classification into computer systems, etc. • Perform other work related to goods classification, including: <ul style="list-style-type: none"> • Seeking resources to support the set-up of goods classification • Understanding other organizations, including goods classification methods adopted by competitors • Organizing activities related to goods classification, etc. • Regularly submit goods classification progress reports to the higher level and give improvement suggestions <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Set up goods classification in a professional manner, and ensure that the method adopted for goods classification is easy to master and enables a convenient and fast location/tracking of goods
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Properly classify goods in accordance with the organization’s goods classification guidelines and procedures; and • Ensure that the method adopted for goods classification is easy for users to master and can promote the organization’s retail business development.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Implement preventive measures against loss of goods
Code	105137L3
Range	This unit of competency (UoC) is applicable to staff responsible for risk and security management in the retail industry. It can be applied to different scenarios and may involve non-routine work. It covers the abilities to correctly implement a series of corporate measures and procedures against loss of goods in order to reduce unnecessary loss and protect the benefit of the organization.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of store security</p> <ul style="list-style-type: none">• Understand corporate measures and related guidelines against loss of goods, e.g.:<ul style="list-style-type: none">• Theft prevention measures• Administrative measures• Fraud prevention measures (e.g. treatment of suspected counterfeit bank notes)• Understand types of anti-theft devices/systems commonly used in the retail industry, their functions and operating procedures, e.g.:<ul style="list-style-type: none">• Anti-theft magnetic tags• Electronic anti-theft monitoring system• Understand common crimes at retail stores and preventive measures, e.g. embezzlement, robbery, theft, fraud, etc.• Understand ordinances related to store theft and fraud, e.g.:<ul style="list-style-type: none">• Criminal law• Ordinances related to counterfeit bank notes

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Implement preventive measures against loss of goods</p> <ul style="list-style-type: none"> • Correctly implement various preventive measures against loss of goods in daily work in accordance with corporate procedures and guidelines, including: <ul style="list-style-type: none"> • Store security and theft prevention measures <ul style="list-style-type: none"> • Making use of electronic anti-theft monitoring system • Placing anti-theft magnetic tags on goods • Arranging store patrols • CCTV system operation • Administrative measures <ul style="list-style-type: none"> • Display of high-priced goods (e.g. displaying an empty package or part of the goods) • Treatment of cash (e.g. making same-day deposits to banks or safe boxes) • Treatment of inventory (e.g. transferring goods delivered to warehouse as soon as possible, regular inspection of inventory, etc.) • Deterrent measures (e.g. putting up warning signs) • Specification of the rights and responsibilities of key holders • Treatment of return of goods • Irregular stock taking • Irregular checking of staff lockers • Conducting on-the-spot inspection in case of loss of goods • Preventive measures against counterfeit bank notes • Implement security procedures in accordance with guidelines of the organization when encountering suspected thefts or suspicious persons and immediately report to the higher level or the police • Record cases of loss of goods and maintain the record for reference when reviewing loss prevention policies <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Implement preventive measures against loss of goods in accordance with the organization's related guidelines and legal requirements in order to protect the benefit of the organization
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Implement preventive measures against loss of goods in accordance with corporate procedures and guidelines to eradicate store theft, embezzlement, fraud, etc. and prevent loss to the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Use the retail sales system
Code	105138L3
Range	This unit of competency (UoC) is applicable to staff responsible for handling goods transactions in the retail industry. It covers the abilities to correctly use the retail sales system in all kinds of predicable and regular situations to ensure smooth day-to-day operations of the sales and transactions of goods in the retail stores.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none">1. Knowledge of retail sales system<ul style="list-style-type: none">• Understand the goods transaction procedures of the organization• Possess knowledge of the retail sales system selected to use by the organization, including:<ul style="list-style-type: none">• Features, characteristics, structure and operation of the system• Operating procedures and skills• Special features• Points to note, etc.• Understand the advantages of using retail sales system• Know about the basics and skills of computation• Understand customer relationship management and communication skills

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Use the retail sales system</p> <ul style="list-style-type: none"> • Implement procedures to prepare the operation of the retail sales system according to corporate guidelines, e.g.: <ul style="list-style-type: none"> • Enter the names and prices of goods • Activate the checking and verification procedures of the retail sales system • Clear transaction history • Verify the cash • Put on enough voucher, receipt or paper roll • Use the retail sales system to handle day-to-day operations of the sales of goods and payment in the retail stores according to operating guidelines, e.g.: <ul style="list-style-type: none"> • Day-to-day store management <ul style="list-style-type: none"> • Input data of the goods • Sales and return of goods, refund, change of goods, cancellation of transaction, etc. • Payment methods (e.g. cash, credit card, gift certificate) • Reserve goods • Give free gifts • Inventory management <ul style="list-style-type: none"> • All stores inventory enquiry • Management of goods transfer between stores • Print out goods barcode labels • Membership management <ul style="list-style-type: none"> • Shopping bonus point scheme • Points redemption reward scheme • Discount offers • Product promotion <ul style="list-style-type: none"> • Coupon promotion • Promotion period/festive offers • Use the retail terminal system to record and compile all kinds of reports after closing business everyday according to established procedures of the organization, including sales report, goods return report, cash summary report, etc. <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Adhere to job ethics and strictly follow the operating guidelines of the retail sales system to prevent tampering with records or theft
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Use the retail sales system correctly to handle day-to-day sales operations of retail stores according to the organization's code of practice and operating guidelines from the sales system supplier.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Manage store facilities and repairs
Code	105139L3
Range	This unit of competency (UoC) is applicable to staff responsible for facility management in the retail industry. It requires analysis and judgement. It covers the abilities to regularly inspect store facilities according to the organization's store facility management and repair policy and procedures, and arrange repairs accordingly to ensure normal operation of store facilities.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of store facility management</p> <ul style="list-style-type: none"> • Understand the organization's established facility and property management policy • Understand the functions, operational procedures and statutory requirements for all facilities of the store, e.g.: <ul style="list-style-type: none"> • Ventilation facilities • Fire service facilities • Electrical installations • Refrigeration room, ice cabinet • Computer facilities, etc. • Know about facility management and repair service providers at different retail locations, e.g.: <ul style="list-style-type: none"> • Property management companies • Repair contractors • Understand legal requirements related to store facilities, e.g.: <ul style="list-style-type: none"> • Building Management Ordinance • Electricity Ordinance • Public Health and Municipal Services Ordinance • Fire Safety Ordinance • Lifts and Escalators Ordinance, etc. • Master the skills on drawing up contract and negotiation

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Manage store facilities and repair</p> <ul style="list-style-type: none"> • Draw up store facilities' specifications and requirements with relevant departments to ensure the compliance with legal requirements, including: <ul style="list-style-type: none"> • Space and required equipment for commodity display • Lighting system and electrical installations • Room temperature control system • Fire service system • Goods and food storage equipment • Formulate store facility installation and repair procedures according to the organization's facility management policy, and formulate contingency plan for unexpected incidents • Negotiate with the repair contractor to draw up the content and terms of the facility repair contract according to the organization's facility and property management policy • Arrange routine inspection of the store facilities regularly according to the repair contract requirements to ensure all facilities operate normally and comply with the statutory requirements • In case of emergency, quickly arrange the contractor to repair the facilities according to the contingency procedures • Review with the repair contractor regularly the effectiveness and applicability of the existing facility repair scheme and the performance of the contractor, and propose improvements on the repair scheme <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the store facilities are in good condition so that the organization's retail business can operate smoothly
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Arrange facility inspection and repairs regularly according to the organization's facility and property management policy to ensure that the store facilities are in good condition and operate smoothly; • In case of emergency, take contingency measures and arrange repairs according to the established contingency procedures for unexpected incidents to minimize the impact on customers and business; and • Monitor and review regularly the performance of the repair contractor to ensure that the requirements are met; propose improvements on the repair scheme.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Implement commodity display
Code	105140L3
Range	This unit of competency (UoC) is applicable to staff responsible for commodity display in the retail industry. It requires analysis and judgement. It covers the abilities to display/show commodities properly in retail stores to attract and facilitate customers to buy.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of commodity display</p> <ul style="list-style-type: none"> • Understand the organization’s product promotion and display/showing strategies • Understand the purpose of showing products, e.g. increase customer flow, promote new commodities, stimulate purchasing desire to facilitate transactions, thematic promotion, etc. • Understand the methods, effects and techniques for various types of commodity display, e.g. focal style, scenic style, etc. • Understand factors to be considered in commodity display, including the image, environment and decoration of the store, characteristics, category and seasonality of commodities, etc. • Understand the characteristics of competitor’s commodity display • Know about the usage, characteristics and operating methods of various kinds of display equipment, e.g. display racks, electronic photo frame • Know about legal requirements related to occupational safety and health <p>2. Implement commodity display</p> <ul style="list-style-type: none"> • Confirm with relevant departments details of plans for commodity display/showing, e.g.: <ul style="list-style-type: none"> • Purpose of display, theme of design • Installation requirements for lighting, power supply and audio equipment • Type and nature of the commodities • Estimates of expenditure • Obtain store information for reference before displaying/showing the commodities, including: <ul style="list-style-type: none"> • Floor plan, proportion of space • Information on target groups of customers • Decoration, shelves, lighting, display and furniture of the store • Workspace information • Implement commodity display according to the organization’s overall sales and marketing strategy for commodities, including: <ul style="list-style-type: none"> • Formulating display design plan • Confirming the theme of display, e.g. commercialized, livelihood, personalized, etc. • Confirming the appropriate display location and space • Arranging and installing appropriate display equipment • Ensuring the accuracy of commodity prices and labels • Regularly arranging to place the promotional commodities on shelves • Displaying promotional posters and pamphlets • Check the display items regularly to ensure they are in good condition, and change them accordingly • Review the effectiveness of commodity display and submit reports to the higher level

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Follow the Occupational Safety and Health Ordinance when implementing commodity display• Commodity display can attract customers and stimulate customers' desire to purchase so as to boost the sales of the retail store
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Use knowledge and techniques in commodity display to implement commodity display in accordance with the organization's marketing and sales strategies in order to achieve the established purpose of display; and• Review regularly the effectiveness of the commodity display plan and check the condition of the display items; change the items if necessary.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Manage and maintain workplace
Code	105141L4
Range	This unit of competency (UoC) is applicable to store management staff in the retail industry. It requires analysis and judgement. It covers the abilities to perform supervisory and management duties, and to implement workplace management and maintenance work according to the business strategies and management codes of the organization so as to ensure smooth operation of its retail business.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of workplace management and maintenance</p> <ul style="list-style-type: none">• Understand the business strategies and workplace management code of the organization• Understand the importance of proper workplace management and maintenance on the development of retail business, including:<ul style="list-style-type: none">• Impression on customers/potential customers• Perception and confidence of customers on the goods/services of the organization• Self-confidence of staff and their sense of belonging to the organization• Master the organization's resources for workplace management and maintenance, including:<ul style="list-style-type: none">• Financial resources• Manpower resources• Services provided by contractors, e.g. workplace maintenance and repair• Support from the management• Understand the legislations and guidelines of the Government and governing bodies related to the control of retailing workplace, e.g. measures for occupational safety

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Manage and maintain workplace</p> <ul style="list-style-type: none"> • Properly manage all the workplaces for retail business according to the business strategies and codes of the organization, including: <ul style="list-style-type: none"> • Maintaining a safe and tidy working environment • Performing scheduled management and maintenance work in an orderly way, e.g. cleaning the workplace, so as to avoid causing inconvenience to customers • Acting flexibly when handling and clearing the goods at the workplace and according to the nature of the goods and trade practice • Keeping the workplace clean, including: <ul style="list-style-type: none"> • Managing and monitoring the personal hygiene of staff • Cleaning the workplace according to schedule, e.g. vacuuming, cleaning and conducting pest control • Placing “slippery” signs in advance before removing or handling objects so as to alert all the people. The best way is to assign a staff member to alert customers to the danger • Timely removing or handling wastes or garbage such as stagnant water on the floor, food remains and sewage so as to prevent accidents • Liaising with related parties (e.g. the contractor or cleaning company serving the arcade) for keeping the workplace clean • Carrying out other measures related to workplace management and maintenance, including: <ul style="list-style-type: none"> • Erecting warning signs to alert customers and staff to potential danger at the workplace • Maintaining mechanical devices or consumables properly • Using and cleaning tools and machines according to supplier guidelines and safety regulations, and putting them back after use • Maintain good communication with all levels of staff for enhancement of workplace management and maintenance • Report other related work to the higher level regularly, and propose improvements <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Follow all the legislations and regulatory codes of the Government when performing the duties of workplace management and maintenance
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Perform the duties of workplace management and maintenance according to the business strategies and management codes of the organization; and • Properly manage and maintain the workplace and equipment so as to ensure smooth operation of the organization's retail business.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Provide well-maintained security environment at stores
Code	105142L4
Range	This unit of competency (UoC) is applicable to store management staff in the retail industry. It requires meticulous analysis and judgement. It covers the abilities to provide well-maintained security environment at retail stores according to the organization's established security strategies and procedures and the legal requirements, and to ensure effective operation of relevant security measures/systems so as to avoid goods/property loss and safeguard the benefits of the organization.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of shop security</p> <ul style="list-style-type: none"> • Understand the shop security strategies and procedures established by the organization, including: <ul style="list-style-type: none"> • Measures for the prevention of theft or damage to goods • Preventive measures for deceptive transactions • Measures for staff management, e.g. wearing staff card or badge • Measures for checking customers, e.g. checking handbag/backpack • Understand the organization's resources allocated for shop security, including: <ul style="list-style-type: none"> • Training resources • Financial resources • Manpower resources • Supply of security equipment/devices • Services provided by the contractors, e.g. site security • Support from the management • Understand well-maintained shop security systems/measures and the importance to the organization and retail business, including: <ul style="list-style-type: none"> • Psychological impact on the staff performing duties • Corporate image • Confidence of customers and the public on the organization • Reduction of the loss caused by theft or damage to goods • Understand the legal requirements of the Government and governing bodies on retail shop security, and related guidelines

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Provide well-maintained security environment at stores</p> <ul style="list-style-type: none"> • Provide well-maintained security environment at retail stores according to the organization’s established security strategies and procedures and the legal requirements, including: <ul style="list-style-type: none"> • Exploring the use of proper security equipment, e.g.: <ul style="list-style-type: none"> • Infra-red alarm system • Radio frequency identification (RFID) system • Closed-circuit television (CCTV) • Communication equipment used for security, e.g. walkie-talkie • Coordinating the installation of purchased equipment and ensuring its proper operation • Assigning appropriate manpower to perform the duties of security guards • Choosing and obtaining the security service provided by the contractors if necessary • Monitor the implementation of shop security systems and measures • Assess and test the shop security systems as a third party, e.g. mystery shopper, if necessary • Collect, through effective channels, the opinions of staff, customers and other people on shop security systems and measures • Submit the collected opinions to the management regularly and propose improvements on security • Send staff to attend training courses so as to enhance the awareness and skills of security and prevention of theft • Arrange briefings regularly so that staff members can exchange information on the trend of shop theft/deception and actual cases, personal experience and the penalties imposed on offenders. The purpose is to share views among staff members and propose improvements and also to create the “warning” or “deterrent” effect <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the shop security systems or measures adopted do not go against the legislations of Hong Kong
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Provide well-maintained security environment at retail shops according to the organization’s established security strategies and procedures and the legal requirements; and • Ensure smooth operation of relevant security systems/measures so as to prevent theft effectively.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Implement crisis management plan
Code	105143L4
Range	This unit of competency (UoC) is applicable to management staff in the retail industry. It requires meticulous analysis, judgement and evaluation. It covers the abilities to implement crisis management plan effectively according to corporate policy and procedures for handling risks, crises, emergencies, etc. in retail store operation, in order to reduce the negative impact on the retail business of the organization.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of crisis management <ul style="list-style-type: none"> • Understand the business goals and corporate culture of the organization • Understand the crises, risks and threats that the organization may face during the operation of the retail stores • Understand the management plan, policy and procedures of the organization for handling risks, crises, emergencies, etc., including: <ul style="list-style-type: none"> • Definition and classification of crisis • Manpower arrangement and allocation for handling crisis • Procedures for seeking instructions and help for the higher level in response to the crisis occurred • Post-crisis handling work • Understand the impact on the profits and image of the organization as well as on other aspects if the crisis is not handled properly • Master the general management skills e.g. human resources management, business communication, risk management, etc. • Understand the government ordinances and regulations when implementing the crisis management plan 2. Implement crisis management plan <ul style="list-style-type: none"> • Work with colleagues and use all kinds of crisis management skills to master crises that may occur in the business environment of the store, e.g.: <ul style="list-style-type: none"> • Disrupted or inadequate supply • Strike or sabotage • Failures in store facilities e.g. water, electricity, central air conditioning, etc. • Other crises difficult to predict e.g. natural disaster, etc. • Identify the characteristics of various potential crises and handle them according to the established crisis management plan • Confirm the duties or division of work of the personnel responsible for handling crisis • Assess the possible consequences of the crisis and the degree of influence; formulate crisis handling measures for items that may have serious consequences and seek approval from the higher level for implementation • Review and submit a report to provide improvement measures after the crisis is over • File the information of and review the past crisis management cases handled

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the implementation of the crisis management plan does not violate any government ordinance or regulation and that the interests of stakeholders, particularly those of the customers, have been taken into account
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Implement the retail store crisis management plan properly according to corporate policy and procedures for handling risks, crises, emergencies, etc.; and• Review and submit a report to provide improvement measures after the crisis to the retail store is over.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Manage franchise operations
Code	105144L4
Range	This unit of competency (UoC) is applicable to the management staff in the retail industry. It requires independent evaluation, organization, work and judgement. It covers the abilities to manage the operation of franchised stores in accordance with factors such as the organization's established marketing objectives, business strategies, etc., in order to assist the overall retail business development.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of franchises</p> <ul style="list-style-type: none"> • Understand the organization's franchise policies and principles • Understand the usual practice and operation mode of franchised stores in the retail industry • Understand ordinances that need to be observed in operating franchised stores, including: <ul style="list-style-type: none"> • Occupational Safety and Health Ordinance • Company law • Fair Trading Act • Anti-discrimination Ordinance • Other ordinances related to franchises, etc. • Understand the content and areas of responsibility of the franchise agreement signed by the organization, including: <ul style="list-style-type: none"> • Details of individual franchised stores • Additions or amendments to content of the agreement • Master skills to operate a franchised store, including: <ul style="list-style-type: none"> • Skills to communicate and cooperate with people of different background, skills and races • Ability to promote franchise operation mode • Problem solving ability, particularly at the start-up phase of franchised stores • Communication and mediation skills, etc.

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Manage franchise operations</p> <ul style="list-style-type: none"> • Establish operating procedures for franchised stores, including: <ul style="list-style-type: none"> • Defining the responsibilities and rights of both parties who sign the franchise • Formulating measures to ensure that both parties will fulfil their responsibilities • Formulating mode of communication and reporting in the franchise agreement • Implement the operating procedures of franchised stores, including: <ul style="list-style-type: none"> • Scrutinizing documents submitted by the other party to ensure their completeness and accuracy • Finding out the disputes of both parties in the franchise implementation, actively searching for solutions, and putting them on record as necessary codes to be observed by both parties • Implementing franchise measures and ensuring their compliance with the requirements of the agreement and ordinances • Regularly review franchise operations, including: <ul style="list-style-type: none"> • Closely monitoring the operation of franchised stores, e.g.: <ul style="list-style-type: none"> • Go through related business documents • Results of meetings and discussions of both parties of the agreement • On-site observation • Customers' opinions, etc. • Regularly review and report to the higher level various aspects of the operation and business of franchised stores and give improvement suggestions <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Manage franchise operations in a professional manner and ensure compliance with related ordinances
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Properly manage the operation of franchised stores according to factors such as the organization's marketing objectives, business strategies, etc.; and • Regularly review the condition of franchise operations and give optimization suggestions to protect mutual benefit.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Manage the termination of franchise
Code	105145L4
Range	This unit of competency (UoC) is applicable to staff responsible for franchise management in the retail industry. It requires judgement, analysis and assessment. It covers the abilities to perform supervisory duties, and to analyze and assess the impact of termination of franchise on the organization's operation and terminate the rights according to schedule so as to reduce the impact on daily operation.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of management of franchise and store operation <ul style="list-style-type: none"> • Understand the organization's policy related to franchise, including: <ul style="list-style-type: none"> • Contract terms • Responsibilities of both parties in relation to the operation and termination of franchise • Franchise duration • Liability • Understand the organization's procedures and formalities for termination of franchise, e.g.: <ul style="list-style-type: none"> • Handling assets • Transfer of intellectual property • Know about legal requirements and professional codes related to franchise 2. Manage the termination of franchise <ul style="list-style-type: none"> • Formulate comprehensive procedures for termination of franchise according to the organization's franchise policy, including: <ul style="list-style-type: none"> • Schedule for closure • Rights and responsibilities of both parties • Handling assets and goods • Assess the potential implications of termination of franchise, e.g. : <ul style="list-style-type: none"> • Disruption of business operation • Control of goods and stock volume • Allocation of shelf space • Staff redundancy • Enforce the termination of franchise according to the procedures and schedule, including: <ul style="list-style-type: none"> • Handling remaining goods <ul style="list-style-type: none"> • Launching reduction sale • Informing customers of new arrangements • Maintaining the relationship with suppliers • Coordinate and monitor the procedures for termination of franchise, and make proper adjustments if necessary • Record the whole process clearly and accurately and report to the higher level

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure the compliance with relevant professional codes and legislations in the process of termination of franchise
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Formulate the schedule and procedures for closure of franchise which comply with contract terms according to the franchise policy of the organization; and• Coordinate and monitor the process of termination of franchise in order not to affect the daily business operation of retail stores.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Manage the retail team
Code	105146L4
Range	This unit of competency (UoC) is applicable to store management staff in the retail industry. It requires analysis, management and planning skills. It covers the abilities to manage properly the retail team and related resources of the store according to the sales strategies and market goals of the organization so as to enhance sales performance.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of retail team management</p> <ul style="list-style-type: none"> • Understand the sales strategies and market goals of the organization, including: <ul style="list-style-type: none"> • The overall sales target of the organization 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 analyzing and following up sales reports

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>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 reliable and credible channels for communication • 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 • Analyzing 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>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Be fair and just to all members and fully develop the team spirit when managing the retail team • Comply with the Equal Opportunity Ordinance and the Anti-discrimination Ordinance • Maintain good communication with staff or staff associations (e.g. trade unions)
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 organization and boost sales performance; and • Develop team members with positive values and job ethics and respond to the development of the organization's retail business.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Implement risk management of retail store
Code	105147L4
Range	This unit of competency (UoC) is applicable to staff responsible for risk management in the retail industry. It requires analysis, evaluation and judgement. It covers the abilities to implement a risk management plan for retail store according to the organization's risk management policies and the actual situation of the store in order to eliminate or reduce risks.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of risk management</p> <ul style="list-style-type: none"> • Understand the organization's established risk management strategies and procedures for implementation • Understand the basic steps, method and content of risk assessment, e.g. the possibility of a hazard, how it occurs, the degree of damage and the consequence • Understand the operation of different retail business units and their potential risk factors • Understand various situations for retail store environment and their potential risk factors • Understand legal requirements related to the retail business operation, e.g.: <ul style="list-style-type: none"> • Buildings Ordinance • Occupational Safety and Health Ordinance • Employees' Compensation Insurance and Employees' Compensation Ordinance • Know about the trade or international standard for risk management • Understand various methods to minimize risks, e.g. buy insurance <p>2. Implement risk management of retail store</p> <ul style="list-style-type: none"> • Analyze and assess potential risks for retail business operation, including: <ul style="list-style-type: none"> • Business continuity • Accidents happened to employees or customers • Natural disasters • Security problems and loss of goods • Financial and economic losses • Customer complaints • Analyze and assess the retail business processes and potential hazards in the store environment, e.g.: <ul style="list-style-type: none"> • Manual handling operations • Product display • Corridors and fire exits • Refrigeration room, ice cabinet • Electrical equipment • Make all relevant staff clearly understand and implement through effective communication channels the risk management measures in order to reduce the hazards, e.g. provide safety training or drills, conduct safety inspections, etc. • Assist the higher level to regularly review the effectiveness and applicability of the existing risk control method and propose improvements • Investigate and analyze the accident according to the established procedures and file the record for reference

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the risk management measures can eliminate or reduce the risks for retail store operations and protect the interests of the organization
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Master the potential risks in procedures for retail business operations, working environment, etc. and implement the risk management plan and preventive measures according to the organization's risk management strategies; and• Assist the superiors to regularly review the effectiveness and applicability of the risk control measures, and propose improvement accordingly.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Inspect the product loss prevention measures
Code	105148L4
Range	This unit of competency (UoC) is applicable to store management staff in the retail industry. It requires meticulous analysis, evaluation and judgement. It covers the abilities to perform close inspection to prevent product loss according to related policy and procedures of the organization so as to safeguard its benefits and improve the product management procedures/system at the store.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of product loss prevention <ul style="list-style-type: none"> • Understand the organization’s established policy and procedures for product loss prevention • Understand that the policy and procedures for product loss prevention is important to corporate operation and close inspection is more important to product loss prevention • Understand different inspection methods and their advantages and disadvantages • Master the purposes of inspecting the product loss prevention measures <ul style="list-style-type: none"> • Identify potential loopholes • Look for the causes of product loss • Review and monitor the effectiveness of the product loss prevention measures • Assess whether the related insurance policy meets the needs • Master the scope for inspecting the product loss prevention measures, including: <ul style="list-style-type: none"> • Operating procedures of different aspects of the retail store • Loopholes in the security system of the retail store • Methods of handling product loss • Master the resources required for inspecting the product loss prevention measures, including: <ul style="list-style-type: none"> • Delegation from the higher level • Manpower and financial resources • Relevant equipment (e.g. computer) or alarm system • Inspection forms and reports 2. Inspect the product loss prevention measures <ul style="list-style-type: none"> • Inspect the organization’s established product loss prevention policy and measures, including: <ul style="list-style-type: none"> • Process for the delivery of goods • Process for the return of goods • Bill payment process • Process for handling and managing cash • Time for inventory management • Alarm and security system • Inspecting past cases of goods loss and assessing the impact, e.g. on insurance policy and business operation • Prepare and submit inspection reports on lost goods • Submit improvement proposals to the higher level according to the results of inspecting the product loss prevention measures, e.g.: <ul style="list-style-type: none"> • Providing staff with the training related to product loss prevention • Purchasing security equipment for product loss prevention

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">Inspect the product loss prevention measures in a professional manner and avoid the occurrence of concealment, fraud and corruption.
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">Perform close inspection according to the organization's established policy and procedures for product loss prevention; andEnsure that inspecting relevant measures can prevent goods loss and improve goods management at the retail store.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Manage the financial resources of the retail store
Code	105149L4
Range	This unit of competency (UoC) is applicable to staff engaged in financial management of the store in the retail industry. It requires supervision and analysis. It covers the abilities to manage matters related to the financial resources of the store properly, including control of cost and expenditure, preparation of store sales budget and management of store accounting system, so as to control and manage the financial resources effectively.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of financial management of the retail store <ul style="list-style-type: none"> • Understand proper management of the financial resources of the store and its importance to the overall financial control and management of the organization • Understand the existing policy and related details of the financial resources management of the retail store <ul style="list-style-type: none"> • Operation policy and procedures of the retail store • Allocation of the financial resources of the retail store • Inventory management system adopted by the store • The system adopted by the store for recording sales, revenue and expenditure • The system adopted by the store for recording financial items, personnel matters and payroll • Understand the practice and methods for management of financial resources 2. Manage the financial resources of the retail store <ul style="list-style-type: none"> • Control cost and budget, e.g.: <ul style="list-style-type: none"> • Carry out cost control measures according to store operation policy • Analyze the information and data of cost and resources allocation • Assist departments in the control of the cost of their respective areas • Monitor the data related to revenue, expenditure, stock volume, store profits and ensure that all the expenditure lies within the budget • Report to the higher level the management of the financial resources of the store regularly and submitting the financial report of the store • Monitor store sales performance, e.g.: <ul style="list-style-type: none"> • Approach relevant departments/stores regularly to understand the sales performance of goods and control related financial resources • Regularly prepare store sales budget for the future to cope with the utilisation of related resources • Analyze the financial feasibility report of opening a new store • Manage the accounting system of the store <ul style="list-style-type: none"> • Operate the inventory management system of the store according to established policy and procedures of the organization • Monitor the store system used for recording sales figure, revenue and expenditure • Monitor the store system used for recording financial items, personnel matters and payroll

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the sales budget of the retail store does not deviate from the goal of the financial policy established by the organization; and• Manage the financial resources of the store according to professional ethics
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Control the operation cost of the retail store to cope with the sales budget and manage the financial resources effectively.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Monitor repair services
Code	105150L4
Range	This unit of competency (UoC) is applicable to staff responsible for property and facility management in the retail industry. It covers the abilities to perform skilled tasks, monitoring and judgement and may involve non-routine activities; master the content of repair services contract; regularly monitor and review the service quality and performance of the repair contractor so as to ensure that the established standard and contract terms of service are met.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of facility management</p> <ul style="list-style-type: none"> • Master the corporate policy and guidelines related to property and facility management • Understand repair service contract management and negotiation skills • Understand the terms and conditions of repair service contract, including: <ul style="list-style-type: none"> • Repair schedule • Repair and maintenance service requirements • Service standard and agreement • Service guarantee and pledge, etc. • Understand the items and standards for store repair services, e.g.: <ul style="list-style-type: none"> • Lifts and escalators • Fire service equipment • Electrical equipment • Windows, display facilities and signboards • The building, etc. • Understand the legislations related to property and facility management, e.g.: <ul style="list-style-type: none"> • Building Management Ordinance • Electricity Ordinance • Public Health and Municipal Services Ordinance • Fire Safety Ordinance • Lifts and Escalators (Safety) Ordinance • Occupational Safety and Health Ordinance • Understand the skills for monitoring and inspecting the quality of repair services

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Monitor repair services</p> <ul style="list-style-type: none"> • Arrange the repair contractor to carry out routine and regular inspection and repair according to the established repair service contract terms and the legal requirements related to facility management • Monitor the service performance and quality of the repair contractor to ensure that the contract terms prescribed are met, including: <ul style="list-style-type: none"> • Service efficiency <ul style="list-style-type: none"> • Arrive at the specified time • Finish the repair service within the specified time • Repair quality and standard <ul style="list-style-type: none"> • Meet the established standard • Meet the legal requirements • Equipment and materials used for repair comply with the legal requirements and standard • Provide qualified repairers, e.g. electrical workers • Provide repair service reports • Contingencies and arrangement in case of emergency • Regularly review and assess the influence on business operation and customers when a repair service is in progress, and formulate an appropriate repair schedule • Review the repair service quality with the repair contractor regularly and give improvement suggestions <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Monitor the repair services in progress to ensure that the repair contractor complies with the Occupational Safety and Health Ordinance
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Monitor the service performance and quality of the repair contractor according to the content and terms of the repair service contract to ensure that the established standard and service level are met; and • Communicate properly with the repair contractor and give appropriate feedback and suggestions to help the repair contractor complete the repair work and meet the service standard.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Manage retail store inventory
Code	105151L4
Range	This unit of competency (UoC) is applicable to staff responsible for commodity management in the retail industry. It requires planning, analysis and judgement. It covers the abilities to implement retail store inventory management according to the organization's established retail inventory management policies in order to satisfy customer demand and reduce waste.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of inventory management</p> <ul style="list-style-type: none"> • Master the organization's inventory management policies, e.g.: <ul style="list-style-type: none"> • Maximum and minimum quantity of inventory required for different categories of products • Inventory target of the store • Understand the organization's inventory control system, including: <ul style="list-style-type: none"> • Guidelines/procedures for handling insufficient or surplus stock • Manual or electronic inventory tracking system • Inventory requirements for low-flow commodities • Stocktaking system • Inventory quantity control policy • Understand factors affecting the inventory level of different stores, including: <ul style="list-style-type: none"> • Buying pattern and needs of the target groups of customers • Ordering strategies and accuracy • Seasonal cycle • Environmental factor • Sales strategies • Stock supply arrangement • Understand noting points for handling and storing goods, including: <ul style="list-style-type: none"> • Nature of goods, e.g. requirements for freezing, isolated storage, room temperature, etc. • Expiry dates of goods • Inventory cycle • Commodities' labels • Code of practice of the trade

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Manage retail store inventory</p> <ul style="list-style-type: none"> • Analyze factors affecting the store’s stock demand and ordering demand, including: <ul style="list-style-type: none"> • Whether the future supply is stable or not • Sales volume • Seasonal reason • Marketing activities and brand promotions • Market trend and technical change • Franchise commitment • Financial budget • Past sales performance • Space of warehouse • Forecast the quantity of the inventory required of different retail stores according to the organization’s retail inventory policy and the sales promotion plans of relevant departments; implement retail inventory management according to the pre-set inventory level and replenishment schedule • Monitor the procedures for the delivery of inventories of the store to ensure sufficient stock • Regularly review the effectiveness and timeliness of the existing ordering and inventory control procedures, and make improvement accordingly to ensure sufficient stock of the store • Immediately stop ordering products to be pulled off the shelves or discontinued products according to corporate guidelines, and handle the remaining inventories according to guidelines, e.g. return to the warehouse or supplier, reduction sale, pull the products off the shelves and destroy • Take timely actions to follow up and report to the higher level according to corporate guidelines when finding that the inventory of product exceeds the inventory target/indicator <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the quantity of inventory of the store can satisfy customer demand and prevent unnecessary waste
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Analyze comprehensively factors affecting the store’s inventory level and implement retail store inventory management; and • Regularly review the inventory level of the retail store and make adjustment accordingly to ensure an appropriate inventory level and compliance with the organization’s inventory management policies.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Mange store displays
Code	105152L4
Range	This unit of competency (UoC) is applicable to store management staff in the retail industry. It requires analysis and judgement. It covers the abilities to manage store displays according to the design plan and goal so as to cope with the marketing strategies of the organization and facilitate its retail business development and boost sales.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of retail store displays</p> <ul style="list-style-type: none"> • Understand the marketing strategies of the organization • Understand the items involved in store displays, including internal decoration, windows, entrance and exit, outer appearance of the store, sign boards, product display • Understand the main purpose of the design for store displays, including: <ul style="list-style-type: none"> • Creating the image of the retail store • Increasing the chance of promoting products for the organization • Planning the use of the internal space of the store and maximizing its effectiveness • Understand the major procedures and factors of the design for store displays, including: <ul style="list-style-type: none"> • Confirming the floor plan • Determining the design theme • Confirming the criteria for the display of products • Utilizing the space • How to use the lighting in a creative way • Designing and arranging displayed props and equipment • Customer needs and market trend • Past sales volume of displayed products and expected sales growth • Understand the techniques involved in store displays/exhibition designs

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Manage store displays</p> <ul style="list-style-type: none"> • Confirm the requirements and design of store displays according to the marketing strategies of the organization, including: <ul style="list-style-type: none"> • Information of the promotional activity related to products <ul style="list-style-type: none"> • Types and characteristics of products • Product promotion techniques, e.g. demonstration, window display/ promotion poster/display cabinet/food or drink tasting • Promotional period and offers • Seasonal/festival factor • Requirements for space arrangement • Display methods and display areas, e.g. shelves and exhibition zones • Carry out the procedures and plan of store displays, e.g.: <ul style="list-style-type: none"> • Coordinate different designs of displays • Communicate with product suppliers and contractors • Organize the installation of displayed props, furniture and equipment • Arrange sufficient stock and shelves to cope with the promotional activity • Assign dedicated staff or appropriate personnel to cope with the promotional activity, e.g. introduction of the uses, features and operation methods of products and the benefits to customers • Coordinate with relevant departments or contractors so as to ensure that the display of products is carried out according to scheduled plan • Check the displays, relevant equipment and props regularly and ensure that they are kept in good and safe conditions; perform maintenance or replacements if necessary • Negotiate with suppliers at the end of the promotional activity and ensure that relevant displayed equipment, props and remaining products are properly and timely handled, e.g. returning them to suppliers or carrying out reduction sales according to the guidelines of the organization • Review and assess the effects of store displays regularly, and keep records and save files for reference by future promotion <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Manage store displays according to the Occupational Safety and Health Ordinance • The design of store displays can help achieve marketing goals and facilitate the growth of the retail business of the organization
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Manage store displays according to the design plan and requirements of the organization so as to achieve the goals and effects of the promotional activity; and • Review the effects of the plan of store displays and keep records and save files for future reference.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Manage the subordinate's work performance
Code	105153L4
Range	This unit of competency (UoC) is applicable to staff responsible for staff management in the retail industry. It requires evaluation and judgement. It covers the abilities to use performance management skills to manage and monitor the subordinate's work performance so as to achieve effective human resources management.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of staff management</p> <ul style="list-style-type: none"> • Understand the organization's human resources policies • Understand the staff performance appraisal procedures and standards of the organization, e.g.: <ul style="list-style-type: none"> • Collect performance data (e.g. sales amount) • Feedback from the higher level or staff • Evaluate past performance • Set the performance target mutually agreed • Appraise staff training results • Understand staff performance target established by the organization, including personal and team targets • Know about personnel management skills, including: <ul style="list-style-type: none"> • Team cooperation • Staff reward • Communication skills • In-service training, counselling and coaching • Understand ordinances and codes of practice related to employment relationship <p>2. Manage the subordinate's work performance</p> <ul style="list-style-type: none"> • Communicate with the subordinate to jointly determine individual concrete, measurable and achievable work targets and performance indicators according to the established performance standards of the organization • Regularly monitor and review the subordinate's overall work performance • Regularly provide the subordinate with comments on his/her work performance and point out areas that need to be improved • Conduct an appraisal with the subordinate in a fair and objective manner according to the corporate policy and procedures for staff performance appraisal • Complete an objective work performance appraisal report according to the established personnel management policies; file it properly and give a copy to the staff member

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Treat the subordinate's work performance fairly and objectively• Comply with the Equal Opportunities Ordinance and the Anti-discrimination Ordinance• Maintain good communication with staff or staff associations (e.g. trade union)
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Use communication skills to work out concrete and achievable performance targets with the subordinate according to the established performance standards of the organization; and• Monitor and evaluate the subordinate's work performance and regularly provide the subordinate with comments on his/her work performance and point out areas that need to be improved so as to achieve effective human resources management.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Develop risk management strategies
Code	105154L5
Range	This unit of competency (UoC) is applicable to staff of the management level in the retail industry. It requires critical analysis, judgement and evaluation. It covers the abilities to develop, according to the organization's business goals and strategies, a set of relevant risk management strategies for staff to follow and implement in order to protect the interests of the organization.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of risk management</p> <ul style="list-style-type: none"> • Understand the importance of planning and formulating risk management strategies • Understand the risk level of different aspects that the risk management strategies need to cover, and adopt different risk assessment/measurement methods • Understand the great importance of planning and implementation of risk management strategies to retaining existing customers and exploring new source of customers • Understand the great importance of maintaining good communication with external bodies (e.g. contractors) in the planning process of risk management strategies • Understand risk management model <ul style="list-style-type: none"> • Different risk management tools and measurement methods, and master their advantages and disadvantages • Handling method and communication mechanism during the crisis • Pre-crisis risk control assessment and post-crisis risk management measures <p>2. Develop risk management strategies</p> <ul style="list-style-type: none"> • Master the characteristics of retail business, distinguish major risks faced by the organization's retail business, including risks caused by service contractors • Apply risk management knowledge to establish risk management strategies for the organization by considering factors such as: <ul style="list-style-type: none"> • Retail product categories • Customer groups • Geographical location of the store • Relevant strategies of competitors • Service level of suppliers and contractors, etc. • Ensure the development of the risk management strategies is in balance with the organization's bearable risk level and targets of customer relationship management • Classify the risks and set a maximum risk limit for the organization's retail activities, and formulate measures to ensure that the risk level is controllable • Discuss with various departments to develop objectives of risk management strategies, and formulate appropriate plan and monitoring measures to ensure smooth implementation of risk management strategies • Ensure that the risk management strategies and other measures (e.g. marketing plan) formulated by the organization do not violate government ordinances • Discuss with the insurance intermediary or insurance company to formulate an appropriate risk transfer plan • Regularly report to the higher level the status of the implementation of risk management strategies and submit improvement proposals

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Take into account both the interests of the organization and different groups of customers when developing risk management strategies
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Master the operation of the organization's retail business and evaluate the impact of various risks on its business operation; and• Develop a set of risk management strategies according to the organization's business goals and strategies.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Draw up store and window design plans
Code	105155L5
Range	This unit of competency (UoC) is applicable to staff responsible for store and window design plans or related marketing activities in the retail industry. It requires analysis, judgement and assessment. It covers the abilities to use a wide range of product knowledge and marketing techniques to draw up the most appropriate window design plan to help the development of retail business.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of store and window design</p> <ul style="list-style-type: none"> • Understand the retail market trend and the latest information of trendy products • Understand the business strategies and marketing plan of the organization • Understand the characteristics of the products of the organization, including: <ul style="list-style-type: none"> • Market position of the brand • Nature of products, e.g. size, weight and materials used • Value of the products • Special requirements of products, e.g. insurance policy • Understand the ways to promote and display similar products of competitors • Understand different types of customers and their preferred products of the organization • Master the manpower and financial resources required for the formulation of store and window design plans • Understand the requirements and regulations of the Government and governing bodies regarding product promotion, including those related to store and window display

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Draw up store and window design plans</p> <ul style="list-style-type: none"> • Analyse a range of factors when drawing up store and window design plans, including: <ul style="list-style-type: none"> • The trendiest and the most popular product/service in the retail market at the time • Assessing the interrelationship between the design plan and the turnover • Assessing the fees paid by product suppliers, e.g. “slotting fee” • The best display period for showing the product • The time and cost required for the replacement and change of the displayed product • Safety measures, e.g. wiring, lighting and arrangements • Draft and formulate store and window design plans for the organization, including: <ul style="list-style-type: none"> • Formulating store and window design plans for the organization according to the business strategies, target markets and the needs of customer groups • Choosing the series of products to be displayed in the store and windows according to the promotional strategies of the organization, and showing the effect of visual beauty • Allocating the resources and manpower required for the design work of store and window display • The display of products in the store and windows has to meet the needs of target customer groups and follow the promotional strategies of the organization, e.g. seasonal or thematic promotions • Gather sufficient manpower, including internal staff and contractors, to carry out the design plan • Review and decide the new prices of the products displayed in the store and windows • Collect the feedback of customers on the displayed products in the store and windows and the information of sales performance through effective channels, including: <ul style="list-style-type: none"> • Site observation/interview • Reports submitted by the third party (e.g. contractors) • Information collected from customer enquiries • Assess the implications of charging product suppliers e.g. “slotting fee” • Submit improvement proposals to the higher level after data analysis <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the store and window design plan comply with relevant legal requirements, e.g. Fire Services Ordinance and occupational safety legislations
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Use product-related knowledge and marketing techniques to draw up the most appropriate window design plan for the store of the organization; and • Use different channels to collect the feedback of customers on the design and submit optimization proposals to the higher level after compiling relevant information.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Establish occupational health and safety guidelines for staff
Code	105156L5
Range	This unit of competency (UoC) is applicable to staff of the management level in the retail industry. It requires critical evaluation, thinking and review. It covers the abilities to establish suitable occupational health and safety guidelines for staff of the organization according to the organization's business goals, corporate culture and legal requirements in order to safeguard the safety and health of staff.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of occupational health and safety guidelines</p> <ul style="list-style-type: none"> • Understand the corporate business goals and culture • Understand the corporate responsibility of the organization for staff, customers and the public • Understand environment and workflow of the retail workplace of the organization and identify areas that may have dangers • Understand the importance of providing safe working environment and workplace <ul style="list-style-type: none"> • Establish a good corporate image • Strengthen staff's morale and sense of belongings • Additional economic returns obtained by reducing accidents, etc. • Master the requirements of the occupational health ordinances and code of safety in Hong Kong, e.g.: <ul style="list-style-type: none"> • Occupational Safety and Health ordinance • Factories and Industrial Undertakings Ordinance (applicable large food retailers) • Air pollution Control Ordinance (applicable large food retailers) • Noise Control Ordinance (applicable large food retailers) • Waste Disposal Ordinance (applicable large food retailers), etc. • Understand the information about the staff insurance policy provided by the organization, the insurance company being contracted, the medical service provider, etc.

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Establish occupational health and safety guidelines for staff</p> <ul style="list-style-type: none"> • Apply knowledge in ergonomics to design a safe working environment for retail workplace and work out relevant guidelines, e.g.: <ul style="list-style-type: none"> • Design work tools, including furniture, lighting, temperature, communication equipment, etc. • Places for putting work tools and devices • Environmental factor (noise and temperature, etc.) • Identify potential occupational safety and health risks at workplace and risks for respective staff positions • Design safe workflow in order to avoid work injuries and health hazards as far as possible • Ensure that the organization's working environment and facilities is safe, reliable and complies with legal requirements • Plan and manage retail work space, including: <ul style="list-style-type: none"> • Safety and security facilities • Coverage of computer network • Proper warning signs, etc. • Improve facilities of the organization according to the latest environmental health and safety standards and energy saving/alternative energy guidelines in order to safeguard the health and safety of staff • Monitor the decoration/renovation activities for the appearance/facilities of the retail store to minimize the influence on other people and the working environment • File the established occupational health and safety guidelines <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Establish occupational health and safety guidelines for staff in order to comply with the legal requirements of Hong Kong for occupational health and safety as well as environmental protection
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Establish suitable occupational health and safety guidelines for staff according to the organization's business goals, corporate culture and legal requirements; and • The established occupational health and safety guidelines can safeguard the safety of staff and reduce accidents.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Formulate the operating procedures of the retail sales system
Code	105157L5
Range	This unit of competency (UoC) is applicable to staff responsible for store operation management in the retail industry. It requires judgement and analysis. It covers the abilities to formulate appropriate operating procedures of the retail sales system according to the scale and product types of the store so as to enable smooth operation of daily retail business.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none">1. Knowledge of the retail sales system and store operation<ul style="list-style-type: none">• Understand the business operation of the retail store• Understand the features, characteristics and structure of the retail sales system• Know about the good practice related to retail store operation and retail sales system operation• Understand customer service techniques• Understand store security procedures of the organization

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Formulate the operating procedures of the retail sales system</p> <ul style="list-style-type: none"> • Analyze and assess the required retail sales system features according to the daily operating procedures of the retail store, including: <ul style="list-style-type: none"> • Cashier mode • Cash flow management • Goods management • Inventory management • Membership management • Formulate appropriate daily operating procedures of the retail sales system, including: <ul style="list-style-type: none"> • Preparation before opening hours <ul style="list-style-type: none"> • Logging in to the system • Preparing cash flow records before opening hours • During opening hours <ul style="list-style-type: none"> • Cash flow calculations (on immediate basis or daily basis) • Verifying credit card slips • Trace of goods • Purchase offers • Handling membership transactions (discount offers, redemption rewards and bonus point records) • After opening hours <ul style="list-style-type: none"> • Logging out of the system • Preparing daily reports (of cash, cancellation of transactions and sales) • Formulate the operating procedures and requirements for the security of the retail sales system, including: <ul style="list-style-type: none"> • Setting user authority and user identification code <ul style="list-style-type: none"> • Refund, price change and cancellation of transactions • Counting cash, and inspecting and accepting cash • Preparing daily reports • Security procedures for logging in/out • Formulate emergency procedures and measures for unexpected incidents, including: <ul style="list-style-type: none"> • Retail sales system failure • Paper jam • Power failure • Use effective channels to make related staff clearly understand the operating procedures of the retail sales system and operate the system skilfully • Design various forms for the retail sales system, e.g. statistical tables for recording cash/credit card transactions and daily sales reports • Review the effectiveness of the operating procedures of the retail sales system regularly and make adjustments if necessary <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the operating procedures of the retail sales system meet the operational needs of the retail business of the organization
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Identify the required features of the retail sales system according to the operational needs of the retail store business and formulate appropriate operating procedures of the retail sales system so as to ensure smooth operation of the store; and • Design appropriate forms, report formats and statistical tables for recording cash/credit card transactions for the retail sales system of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Formulate a property management plan
Code	105158L5
Range	This unit of competency (UoC) is applicable to staff responsible for store property management in the retail industry. It involves planning and management of services, operations or workflows. It covers the abilities to formulate a property management plan according to the organization's property management policy and the condition of its retail store operation, so as to ensure continuous operation of the retail store.
Level	5
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Knowledge of property management</p> <ul style="list-style-type: none"> • Understand the organization's property management policy and the condition of its retail store operation • Master the legal and regulatory requirements on property management, e.g.: <ul style="list-style-type: none"> • Buildings management • Waste disposal • Fire safety • Occupier's liability • Buildings energy efficiency • Water pollution control, etc. • Understand the principles of property management, e.g.: <ul style="list-style-type: none"> • Property repair and maintenance • Tenancy management • Service contract management • Understand project management skills, e.g.: <ul style="list-style-type: none"> • Establish a project plan • Analyze problems • Handle the relationships with stakeholders

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Formulate a property management plan</p> <ul style="list-style-type: none"> • Formulate a store property tenancy plan according to the business development plan of the organization and by taking full consideration of factors affecting its store operation <ul style="list-style-type: none"> • Factors of consideration <ul style="list-style-type: none"> • Market supply and demand • District development • Demographic situation • Rental trend, etc. • Rental procedures <ul style="list-style-type: none"> • Confirm the financial budget and rental period • Hire property agents to help find a retail store that meets the requirements • Conduct a feasibility study on the property recommended • Hire a leasing lawyer to help negotiate and handle the lease terms • Formulate a sustainable property management plan, e.g.: <ul style="list-style-type: none"> • Classification of properties and their records (buildings, signboards, car parking spaces) • Property inspection schedule that meets the legal requirements and lease terms • Procedures for rental payment, property insurance, contract renewal, etc. • Financial budget specially for property repairs • Strategies to optimize the use of the gross floor area of the store • Contingency measures and procedures for emergencies (e.g. accidents such as floods, fires, typhoons, etc.) • Formulate a monitoring system to review and evaluate regularly the effectiveness and legitimacy of the property management plan, and make amendments accordingly <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the property management plan meets the organization's business development and legal requirements
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate property management plan by taking full consideration of the organization's business development and the condition of its store operation, so as to ensure normal daily operation of the store; and • Formulate a monitoring system to ensure the implementation of the established property management plan, and make improvements accordingly.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Manage store renovation
Code	105159L5
Range	This unit of competency (UoC) is applicable to store management staff in the retail industry. It requires analysis, judgement and assessment. It covers the abilities to manage and supervise the contractors responsible for the renovation work and their personnel according to established store renovation plan; to ensure timely and proper completion of the related work and the start of the store business of the organization.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of store renovation</p> <ul style="list-style-type: none"> • Understand the established store renovation plan and procedures of the organizations, including: <ul style="list-style-type: none"> • Functions of the store: <ul style="list-style-type: none"> • Sale of goods • Storage of goods • Display of goods • Factors of consideration for store renovation and design, including: <ul style="list-style-type: none"> • Types of goods for sale • Characteristics of goods for sale • Sales volume of goods • Target customers (according to sex, age, or social class) • Methods of providing sales service, e.g. self-service or full-service • Place for storage of stock • Requirements for store security • Areas involved in store renovation, including: <ul style="list-style-type: none"> • Renovation materials • Window, signboard, lighting and display shelf • Wall paint, wallpaper, ceiling and flooring • Understand the arrangement of uniform renovation and design for all retail stores of the organization (especially for chain stores or franchised stores) • Master the techniques for communicating with the company responsible for the renovation work, and relevant supervisory skills • Master the channels for communicating with different stakeholders involved in store renovation work and relevant techniques, including: <ul style="list-style-type: none"> • Management staff of the organization • Store person-in-charge • Business partners, e.g. product suppliers • Understand the legislations and requirements of the Government and governing bodies related to renovation work

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Manage store renovation</p> <ul style="list-style-type: none"> • Manage store renovation according to established plan of the organization, including: <ul style="list-style-type: none"> • Liaising with the renovation contractors specified or recognized by the organization • Clearly explaining to the contractors that the places and items in the store require renovation • Asking for quotations from the contractors and passing them on to the higher level for consideration (or notifying the contractors to provide quotations for relevant departments according to organization policy) • Liaising with the contractors and drawing up the store renovation schedule after the work has been confirmed • Liaising with relevant departments and staff of the organization on the arrangements of the store renovation work • Liaising with the companies which may be involved in the renovation work, such as water, electricity or gas supplier, if necessary • Implement the following items according to the schedule established by the contractors, including: <ul style="list-style-type: none"> • Informing the contractors of the start and completion dates of the renovation work • Agreeing with the contractors on the penalties and amount for incapable of completing the renovation work in time • Liaising with the contractors and confirming the daily working time for the renovation period • Monitoring closely the daily progress of the renovation work and following up with the contractors if there is any delay • Regularly reporting to the higher level the progress of the store renovation work • Perform other duties related to management, including: <ul style="list-style-type: none"> • Minimizing the impact on customers if the store is still open during the renovation period • Arranging the duties of staff during the renovation period • Informing relevant organizations of the ongoing store renovation work, e.g. the estate management office by which the store is serviced • Notifying the customers of the ongoing store renovation work, using the channels like customer relationship management system of the organization, posting of notice, and notification through the media (newspapers and radio or television broadcast) • Carry out inspection carefully after the completion of the renovation work, and ensure that all items are completed according to specified requirements <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that during the renovation period the measures taken for occupational safety, security and environmental protection comply with legal requirements; and • Manage store renovation in a professional manner and avoid the occurrence of corruption or fraud
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Manage and supervise the contractors responsible for the renovation work and their personnel according to the established store renovation plan of the organization; and • Ensure timely and proper completion of the renovation work, and operation of the retail business of the store as scheduled.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Formulate a retail store risk management plan
Code	105160L5
Range	This unit of competency (UoC) is applicable to staff responsible for store business management in the retail industry. It involves planning and design, and covers the abilities to critically analyze and assess potential risks for store operation, formulate a comprehensive retail store risk management plan to control or reduce the influence on the organization and relevant parties (e.g. staff, customers and suppliers).
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of retail store risk management <ul style="list-style-type: none"> • Master the organization’s business goals and risk management policies • Understand the business and mode of operation of retail store, e.g. suppliers, business partners, etc. • Understand the concept of risk management, including: <ul style="list-style-type: none"> • Definition and classification of risk • Efficiency and objectives of risk management • Risk management procedures (identify, forecast and handle risks) • Handling of risks(transfer, avoid and prevent loss) • Understand potential risks related to retail store operation and sources of risks, e.g.: <ul style="list-style-type: none"> • Change in economic environment • Fires, floods, natural disasters, etc. • Customer’s expectation, product safety, etc. • Information security • Corporate reputation and brand image • Understand legal requirements and regulations related to store operation, e.g.: <ul style="list-style-type: none"> • Buildings safety • Occupational safety and health • Consumer goods safety • Understand the international standards and coverage of risk management 2. Formulate a retail store risk management plan <ul style="list-style-type: none"> • Formulate a risk management plan to deal with the potential risks in different areas of a retail store <ul style="list-style-type: none"> • Change in market demand and product development trend • Economic growth or decline • Change in legislation • Product quality and customer complaints • Intellectual property • Safety and security, etc. • Analyze the risks existing in retail stores of the organization according to trade practice and international standards, and classify them in different levels according to the degree of damage, e.g. high, middle and low levels • Use risk management skills to formulate control methods and risk management procedures for risks of different levels, e.g. buying insurance, contract terms protection, etc. • Formulate a risk management monitoring system to review and assess the effectiveness and timeliness of the risk management mechanism, and make amendments accordingly

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Ensure that the retail store risk management plan of the organization monitors the risks effectively in order to minimize the impact on store operation
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Identify potential risks of retail store, use risk management skills to classify risk types and degree of damage, and formulate an appropriate risk management plan to minimize the impact and degree of damage on store operation; and• Formulate risk monitoring and assessment mechanism to monitor the effectiveness and timeliness of the risk management plan, and activate remedial procedures.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Inspect store location specifications
Code	105161L5
Range	This unit of competency (UoC) is applicable to staff responsible for estate management in the retail industry. It requires planning and technical competence, including judgement and analysis. It covers the abilities to inspect the location specifications of a new store in order to comply with the corporate requirements, store operation target and relevant legal requirements.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of retail property</p> <ul style="list-style-type: none"> • Understand the organization’s requirements for retail store location and property specifications, including: <ul style="list-style-type: none"> • Lighting, product display equipment, electrical installations and store decoration • Staff safety equipment • Planning for the usable area • Cold storage and warehousing facilities • Fire services equipment and emergency exits • Understand the required documents related to building specifications and structure and equipment safety, including: <ul style="list-style-type: none"> • Architectural drawings and store design diagrams • Inspection reports of building structure • Approval documents (e.g. occupation permit) • Understand legal requirements related to retail property, e.g.: <ul style="list-style-type: none"> • Commercial property and unauthorized buildings • Fire safety and ventilation system • Occupational health and safety • Regulation on authorized persons and registered contractors

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Inspect store location specifications</p> <ul style="list-style-type: none"> • Formulate the specifications and requirements for store location according to property management policy and store business needs of the organization, e.g.: <ul style="list-style-type: none"> • Site planning and design • Types of retail products • Installation of required equipment and facilities • Expected customer volume • Legal requirements on store environment and facilities • Master site assessment procedures for the store , including: <ul style="list-style-type: none"> • Formulating the checklist for assessment • Collecting architectural drawings and required documents, e.g. property inspection/investigation reports issued by qualified persons • Coordinating and arranging site inspection and assessment by relevant professionals or departments (e.g. surveyor, architect, designer, contractor, Government departments and estate management office) and ensure that all required items are thoroughly checked and comply with the requirements • Identifying the items which do not comply with the design or which deviate from the design • Identifying the items which require the views or follow-ups of competent persons/professionals • Record and report site inspection and assessment results according to the standard of the organization and trade <ul style="list-style-type: none"> • Preparing inspection reports • Proposing improvements and options • Submitting reports to related persons timely <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the location specifications of the new retail store comply with the business operation needs of the organization and legal requirements
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Analyze the operational needs of the organization and retail store, and formulate a comprehensive checklist for store location inspection according to relevant legal requirements; and • Inspect store location specifications and complete and submit the inspection report within specified time; propose adjustments and improvements according to store operation needs.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Formulate franchise strategies
Code	105162L6
Range	This unit of competency (UoC) is applicable to store management staff in the retail industry. It requires critical analysis and assessment of the overall retail market environment. It covers the abilities to formulate the most appropriate franchise strategies for the organization according to the market development goal and business tactics, so as to enhance the sales network and performance of goods and services.
Level	6
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of franchise</p> <ul style="list-style-type: none"> • Understand the market development goal and business strategies of the organization • Understand the operation mode of franchise and the potential contribution of franchise to the retail business of the organization • Master the ability to negotiate and settle disputes with potential franchise operators • Master the marketing techniques to successfully promote new franchise • Master problem-solving techniques to cope with the need for developing new franchise • Understand the requirements of Government legislations and regulations related to franchise • Master the techniques of monitoring and reviewing franchise performance • Understand the details of the responsibilities related to franchise, including: <ul style="list-style-type: none"> • Contents of franchise agreement • Agreement clauses which allows amendments to cope with changes • Code of practice for franchise operators • Factors of consideration for formulating franchise strategies, including: <ul style="list-style-type: none"> • Market development goal of the organization • Overall business strategy of the organization e.g. market share • Quality and competency of potential franchise operators • Business practice and strategies of competitors • Overall retail market environment and trend <p>2. Formulate franchise strategies</p> <ul style="list-style-type: none"> • Draft and formulate the business strategies related to franchise, including: <ul style="list-style-type: none"> • Drawing up agreement documents with franchise operators • Responsibilities and authority of franchise operators and the organization • Requirements for monitoring franchise operators • Fees and pricing structure under the franchise agreement • Requirements for sales, expenditure, revenue and turnover • Business mode agreed by both parties • Formulate the appropriate business strategies related to franchise in order to enhance corporate image and branding • Formulate the appropriate business strategies related to franchise in order to match other measures (e.g. marketing plan) and Government legislations • Set up monitoring mechanism to ensure that franchise operators run the business as stipulated in the mutual agreement • Review the effectiveness of the franchise business strategies regularly and submit improvement proposals to the higher level

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Consider the benefits of both the organization and franchise operators and stick to the mutual agreement when formulating franchise strategies; and
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Formulate the most appropriate franchise strategy according to the market development goal and business tactics; and• Ensure that the formulated franchise strategies can enhance the sales network and performance of the goods and services of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Title	Formulate product loss prevention policy
Code	105163L6
Range	This unit of competency (UoC) is applicable to staff responsible for policy formulation in the retail industry. It involves complex planning and design of operation and workflow, and requires analysis, evaluation and judgement. It covers the abilities to fully consider the causes of product loss and formulate product loss prevention procedures and policy to reduce loss and protect the interests of the organization.
Level	6
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of product loss prevention</p> <ul style="list-style-type: none"> • Understand the definition of “product loss”, e.g. product damage, return, waste, theft, fraud, etc. • Understand usual reasons for product loss in the retail industry, including: <ul style="list-style-type: none"> • Shop theft (by staff or customers), robbery, etc. • Fraud (counterfeit banknotes, fake credit card) • Improper handling of commodities (deterioration, damage) • Accidents (fires, floods) • Master the operation of various departments of the organization and the operational procedures of facilities/systems, e.g. inventory, sales, etc. • Understand types of insurance related to the retail industry and their coverage, e.g.: <ul style="list-style-type: none"> • Property insurance • Product liability insurance • Theft insurance • Cash insurance, etc. • Understand legal requirements and regulations related to retail business

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Store Operations

Competency	<p>2. Formulate product loss prevention guidelines</p> <ul style="list-style-type: none"> • Establish the objectives and method of formulating the product loss prevention policy, e.g.: <ul style="list-style-type: none"> • Amend and update the existing policy • Formulate a new policy • Formulate staff guidelines • Conform with the requirements of new legislation • Formulate comprehensive product loss prevention measures and procedures for different reasons of product loss according to the business nature of various departments of the organization, e.g.: <ul style="list-style-type: none"> • Theft prevention and security • Handling of goods(e.g. stocktaking, storage and delivery of goods on a regular basis) • Handling of cash(e.g. settlement, account entry and deposit of cash) • Make all relevant staff members understand and implement the product loss prevention policy through effective channels • Regularly arrange staff members to take part in trainings and workshops related to product loss prevention, and provide them with timely and appropriate product loss prevention information • Regularly review and assess the effectiveness and timeliness of the existing product loss prevention policy and procedures, and make improvements accordingly • Monitor the implementation of the product loss prevention policy newly formulated to ensure it conforms to the objectives of the organization • Formulate appropriate remedial measures according to the business nature of relevant departments e.g. buying different insurance policy <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure in a professional manner that the product loss prevention policy can prevent product losses and protect the interests of the organization
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate a comprehensive product loss prevention policy according to the business nature of the organization, the legal requirements and the security needs of the retail stores; and • Make all relevant staff members understand and implement the product loss prevention policy through effective channels.
Remark	

Units of Competencies for Specific Product Knowledge

***-- Units of Competencies for
Food/Alcohol/Tobacco***

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Know about food labelling
Code	105700L1
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of food. It covers the abilities to perform the handling, storage and sale of food under supervision according to food labelling requirements.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of food labelling</p> <ul style="list-style-type: none"> • Understand the importance of the correct use of food labels to the organization’s retail business • Know about the content of food label, e.g.: <ul style="list-style-type: none"> • Name of the food • List of ingredients (ingredients, allergen and additive) • Durability • Special conditions for storage or instructions for use • Count, weight or volume • Name and address of manufacturer or packer • Nutrition label • Understand what “7 + 1 nutrition label” is (i.e. energy, protein, carbohydrates, total fat, saturated fat, trans fat, sodium and sugar) • Know about the types of pre-packaged foods being exempted from following the regulations on nutrition labelling, e.g.: <ul style="list-style-type: none"> • The trade has actual difficulties in providing nutrition information • The food does not contain any energy and core nutrients • The food is fresh or uncooked, no added ingredients, etc. • Understand the requirements on food labelling format, including: <ul style="list-style-type: none"> • Suitable font size that meets the legal requirements • Enough spacing • Using non-reflective printing surface <p>2. Know about food labelling</p> <ul style="list-style-type: none"> • Use the knowledge of food labelling to assist in checking and verifying label contents for the pre-packaged food sold by the organization under supervision, including: <ul style="list-style-type: none"> • Whether the food label shown on the package is enough and precise • Whether the food is stored or handled according to the requirements of the food label on the package • Answer the enquiries of customers about the content of food label; report to the higher level when the question is complicated • If a question is found in the label of pre-packaged food sold by the organization: <ul style="list-style-type: none"> • Report to the higher level immediately • Assist to take the goods in question off the shelf under supervision • Assist the higher level to perform duties related to food labelling

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Handle food labelling work in a professional manner to avoid incorrect food label content
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Assist the higher level to perform the storage, sale and handling duties for food under supervision according to food labelling requirements; and• Answer simple enquiries of customers on food label during the sale of food.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Handle the sale of fish and shellfish products
Code	105701L2
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of fish and shellfish products. It covers the abilities to handle the sale of fish and shellfish products properly and ensure the safe consumption of fish and shellfish according to established procedures and codes for hygiene and safety.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of fish and shellfish products</p> <ul style="list-style-type: none"> • Understand the organization's sales targets and strategies set for fish and shellfish products • Understand the details of the fish and shellfish products sold by the organization, e.g. : <ul style="list-style-type: none"> • Categories of products, e.g. marine fish and freshwater fish • Name of products • Place of production/origin • Quality and grade of products • Attractiveness to customers, e.g. freshness, price and other factors; understanding customers' needs, making appropriate explanations and recommending other related products • Preservation and storage methods • Understand the hygienic standards for fish and shellfish products (e.g. water quality standard) established by the organization and statutory bodies • Understand the safety codes for handling and selling fish and shellfish products and the reasons • Master the conditions for fish and shellfish products unfit for sale • Master the basic skills for handling fish and shellfish products, e.g. : <ul style="list-style-type: none"> • Choosing and taking from the fish tank/container the fish and shellfish specified by the customer • Measuring the weight of the product to be sold • Calculating the price of the product to be sold • Basic skills for handling fish and shellfish products, e.g. gutting and rinsing the fish • Properly packing the fish and shellfish products sold • Master the basic knowledge for cooking fish and shellfish products, so as to recommend the cooking methods and the ingredients to go with them

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	<p>2. Handle the sale of fish and shellfish products</p> <ul style="list-style-type: none"> • Perform preparatory work according to established guidelines, including: <ul style="list-style-type: none"> • Wearing designated uniform or working clothes • Wearing personal protective outfits, e.g. hat, gloves, mask, eye shield and apron, if necessary • Checking, cleaning and preparing appropriate tools, e.g. different types of knives and hooks, fish net, fish scaler, cutting board and weight machine • Properly handle and store fish and shellfish products to ensure that the products are fit for sale, e.g. : <ul style="list-style-type: none"> • Putting live fish and live shellfish in fish tanks/containers and add appropriate amount of water and sea salt/artificial salt • Putting chilled/frozen fish and shellfish on ice, in the freezer or other suitable places • Regularly monitoring the conditions of stored products and conducting proper follow-ups, e.g. clearing waste from the fish tank, removing products which are deteriorated or unfit for sale • Regularly replenishing displayed fish and shellfish products and maintaining sufficient supply • Properly displaying product names and prices in a prominent position • Answer customer enquiries about products correctly and then introduce other related products • Handle the fish or shellfish product chosen by a customer properly, e.g.: <ul style="list-style-type: none"> • Taking the product chosen by the customer; measuring the weight, calculating the price, cutting, cleaning and packing the product • Suggesting the proper ways for storage and consumption (e.g. cooking thoroughly) according to the type of product chosen by the customer • Follow the code for occupational safety and health when handling fish and shellfish products so as to reduce the occurrence of accidents; timely and properly handle emergencies, e.g. : <ul style="list-style-type: none"> • Being alert at all times and considerate of the safety of yourself, co-workers and customers <ul style="list-style-type: none"> • Avoiding being hurt by fish scale or shell • Averting cuts caused by knives, sharpening tools or broken utensils • Performing first aid treatment immediately (e.g. stopping wound bleeding and applying medicine to prevent bacterial infection) or seeking help from a qualified first-aid officer when you or other people are injured • Immediately reporting to the higher level and making phone calls to seek for help in case of serious incidents • Properly store unsold products and put all the tools in a safe place after the business hours <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Follow the requirements related to occupational safety and hygiene when handling the sale of fish and shellfish • Preservatives are not allowed to use in the selling process
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Handle the sale of fish and shellfish products properly according to established procedures and codes for hygiene and safety.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Handle the sale of vegetables and fruits
Code	105702L2
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of vegetable and fruit products. It covers the abilities to handle the sale of vegetable and fruit products properly and ensure the safe consumption of vegetable and fruit according to established procedures and codes for hygiene and safety.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of vegetable and fruit products</p> <ul style="list-style-type: none"> • Understand the organization's sales targets and strategies set for vegetable and fruit products • Understand the details of the vegetable and fruit products sold by the organization, e.g. : <ul style="list-style-type: none"> • Categories of products, e.g. whether they are organically grown • Name of products • Place of production/origin • Quality and grade of products • Attractiveness to customers, e.g. organic grown, price and other factors • Preservation and storage methods • Understand the hygienic standards for vegetable and fruit products (e.g. pesticides used and their content) established by the organization and statutory bodies, and the reasons • Understand the safety codes for handling and selling vegetable and fruit products and the reasons • Master the reasons for vegetable and fruit products unfit for sale • Understand the basic skills for handling vegetable and fruit products, e.g. : <ul style="list-style-type: none"> • Choosing and taking from the shelf/container the vegetables and fruit specified by the customer • Measuring the weight and quantity of the product to be sold • Calculating the price of the product to be sold • Basic skills for handling vegetable and fruit products, e.g. skinning (durian, pomelo or pineapple, etc.) and cleaning • Properly packing the vegetable and fruit products sold • Master the basic knowledge for cooking and consumption of vegetable and fruit products, and the ingredients to go with them

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	<p>2. Handle the sale of vegetable and fruit products</p> <ul style="list-style-type: none"> • Perform preparatory work according to established guidelines, including: <ul style="list-style-type: none"> • Wearing designated uniform or working clothes • Wearing personal protective outfits, e.g. hat, gloves, mask and apron, if necessary • Checking, cleaning and preparing appropriate tools, e.g. fruit knife and peeler, weight machine, etc. • Properly handle and store vegetable and fruit products to ensure that the products are fit for sale, e.g. : <ul style="list-style-type: none"> • Putting vegetables and fruits on shelves/in containers and creating attractive visual effects • Putting designated products in the refrigerator or other suitable places (e.g. vegetable or fruit salad, sliced watermelon or pineapple, etc.) • Regularly monitoring the conditions of stored products and conducting proper follow-ups, e.g. removing products which are deteriorated or unfit for sale • Regularly replenishing displayed vegetable and fruit products and maintaining sufficient supply • Properly displaying product names, place of production (if applicable) and prices in a prominent position • Answer customer enquiries about vegetable and fruit products correctly and then introduce other related products • Handle the vegetable and fruit product chosen by a customer properly, including : <ul style="list-style-type: none"> • Taking the product chosen by the customer; measuring the weight and quantity, calculating the price and packing the product • Suggesting the proper ways for storage and consumption (e.g. cooking thoroughly) according to the type of product chosen by the customer; • Follow the code for occupational safety and health when handling vegetable and fruit products so as to reduce the occurrence of accidents; timely and properly handle emergencies, e.g. : <ul style="list-style-type: none"> • Being alert at all times and considerate of the safety of yourself, co-workers and customers, e.g. : <ul style="list-style-type: none"> • Avoiding being hurt by thorns of vegetables or hard shells of fruit • Averting cuts caused by knives or sharpening tools • Performing first aid treatment immediately (e.g. stopping wound bleeding and applying medicine to prevent bacterial infection) or seeking help from a qualified first-aid officer when you or other people are injured • Immediately reporting to the higher level and making phone calls to seek for help in case of serious incidents • Properly store unsold products and put all the tools in a safe place after the business hours <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Follow the requirements related to occupational safety and hygiene when handling the sale of vegetables and fruits
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Handle the sale of vegetable and fruit products properly according to established procedures and codes for hygiene and safety.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Handle the sale of meat products
Code	105703L2
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of meat products. It covers the abilities to handle the sale of meat products properly and ensure the safe consumption of meat according to established procedures and codes for hygiene and safety.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of meat products</p> <ul style="list-style-type: none"> • Understand the organization’s sales targets and strategies set for meat products • Understand the details of the meat products sold by the organization, e.g. : <ul style="list-style-type: none"> • Categories of products, e.g. poultry (chicken, duck and goose) or food animals (pig, cattle and sheep) • Name of products, e.g. chicken wingette, drummette and wing tip • Place of production/origin • Quality and grade of products • Attractiveness to customers, e.g. freshness, price and other factors • Preservation and storage methods • Understand the hygienic standards for meat products (e.g. whether chicken meat contains hexoestrol) established by the organization and statutory bodies, and the reasons • Understand the safety codes for handling and selling meat products and the reasons • Master the reasons for meat products unfit for sale • Understand the basic skills for handling meat products, e.g. : <ul style="list-style-type: none"> • Choosing and taking from the shelf/container the meat specified by the customer • Measuring the weight and number of pieces to be sold • Calculating the price of the product to be sold • Basic skills for handling meat products, e.g. slicing and mincing • Properly packing the meat products sold • Master the basic knowledge for cooking and consumption of meat products, and the ingredients to go with them

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	<p>2. Handle the sale of meat products</p> <ul style="list-style-type: none"> • Perform preparatory work according to established guidelines, including: <ul style="list-style-type: none"> • Wearing designated uniform or working clothes • Wearing personal protective outfits, e.g. hat, gloves, mask and apron, if necessary • Checking, cleaning and preparing appropriate tools, e.g. different types of knives and hooks, and weight machine • Properly handle and store meat products to ensure that the products are fit for sale, e.g. : <ul style="list-style-type: none"> • Using hooks to hang up different types of meat/putting meat in containers and creating attractive visual effects • Putting chilled/frozen meat in the freezer or other suitable places • Regularly monitoring the conditions of stored meat products and conducting proper follow-ups, e.g. removing products which are expired/deteriorated or unfit for sale • Regularly replenishing displayed meat products and maintaining sufficient supply • Properly displaying product names and prices in a prominent position • Answer customer enquiries about meat products correctly and then introduce other related products • Handle the meat product chosen by a customer properly, including : <ul style="list-style-type: none"> • Taking the product chosen by the customer; measuring the weight, calculating the price and packing the product • Suggesting the proper ways for storage and consumption (e.g. cooking thoroughly) according to the type of meat product chosen by the customer; cutting the meat if asked • Follow the code for occupational safety and health when handling meat products so as to reduce the occurrence of accidents; timely and properly handle emergencies, e.g. : <ul style="list-style-type: none"> • Being alert at all times and considerate of the safety of yourself, co-workers and customers <ul style="list-style-type: none"> • Avoiding direct contact with meat • Averting cuts caused by knives or sharpening tools, and wearing steel mesh gloves when cutting • Performing first aid treatment immediately (e.g. stopping wound bleeding and applying medicine to prevent bacterial infection) or seeking help from a qualified first-aid officer when you or other people are injured • Immediately reporting to the higher level and making phone calls to seek for help in case of serious incidents • Properly store unsold products and put all the tools in a safe place after the business hours <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Follow the requirements related to occupational safety and hygiene when handling the sale of meat
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Handle the sale of meat products properly according to established procedures and codes for hygiene and safety.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Handle the sale of ready to eat products
Code	105704L2
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of ready to eat products. It covers the abilities to handle the sale of ready to eat products properly and ensure the safe consumption of ready to eat according to established procedures and codes for hygiene and safety.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of ready to eat products</p> <ul style="list-style-type: none"> • Understand the organization’s sales targets and strategies set for ready to eat products • Understand the details of the ready to eat products sold by the organization, e.g. : <ul style="list-style-type: none"> • Categories of products, e.g. meat (Chinese barbecued pork), cereals (mini egg puffs, egg tart), Chinese and western cooked food, sushi, cakes, other packed foods (biscuits), etc. • Name and ingredients of products • Origin/production method of products • Quality and grade of products • Attractiveness to customers, e.g. freshly made, price and other factors • Preservation and storage methods • Understand the hygienic standards for ready to eat products established by the organization and statutory bodies, and the reasons • Understand the safety codes for handling and selling ready to eat products and the reasons • Master the reasons for ready to eat products unfit for sale, e.g. expired/deteriorated • Understand the basic skills for handling ready to eat products, e.g. : <ul style="list-style-type: none"> • Choosing and taking from the container the ready to eat product specified by the customer • Measuring the weight and calculating the quantity (number of pieces) to be sold • Calculating the price of the product to be sold • Basic skills for handling ready to eat products, e.g. chilling, slicing, adding syrup, heating, etc. • Properly packing the ready to eat products sold • Master the basic knowledge for consumption of ready to eat products, and the ingredients to go with them

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	<p>2. Handle the sale of ready to eat products</p> <ul style="list-style-type: none"> • Perform preparatory work according to established guidelines, including: <ul style="list-style-type: none"> • Wearing designated uniform or working clothes • Wearing personal protective outfits, e.g. hat, gloves, mask and apron, if necessary • Checking, cleaning and preparing appropriate tools, e.g. different types of knives, heating devices and weight machine • Properly handle and store ready to eat products to ensure that the products are fit for sale, e.g. : <ul style="list-style-type: none"> • Putting different types of ready to eat products in containers/ heating devices and creating attractive visual effects • Putting ready to eat products that need to be chilled in the freezer or other suitable places • Regularly monitoring the conditions of stored ready to eat products and conducting proper follow-ups, e.g. removing products which are expired/deteriorated or unfit for sale • Regularly replenishing displayed ready to eat products and maintaining sufficient supply • Properly displaying product names and prices in a prominent position • Answer customer enquiries about ready to eat products correctly and then introduce other related products • Handle the ready to eat product chosen by a customer properly, including : <ul style="list-style-type: none"> • Taking the product chosen by the customer; measuring the weight, calculating the price and packing the product • Suggesting the proper ways for storage and consumption (e.g. cooking thoroughly) according to the type of ready to eat product chosen by the customer • Follow the code for occupational safety and health when handling ready to eat products so as to reduce the occurrence of accidents; timely and properly handle emergencies, e.g. : <ul style="list-style-type: none"> • Being alert at all times and considerate of the safety of yourself, co-workers and customers, e.g. : <ul style="list-style-type: none"> • Avoiding being close to heating stoves, and sticking warning signs if necessary • Averting cuts caused by knives or sharpening tools • Performing first aid treatment immediately (e.g. stopping wound bleeding and applying medicine to prevent bacterial infection) or seeking help from a qualified first-aid officer when you or other people are injured • Immediately reporting to the higher level and making phone calls to seek for help in case of serious incidents • Properly handle unsold products according to company procedures after the business hours • Pay attention to the life span and storage period for food when handling it <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Follow the requirements related to occupational safety and hygiene when handling the sale of ready to eat products
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Handle the sale of ready to eat products properly according to established procedures and codes for hygiene and safety.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Carry out food/drink sampling promotion activities
Code	105705L2
Range	This unit of competency (UoC) is applicable to staff responsible for food/drink promotion. It covers the abilities to carry out food/drink sampling promotion activities according to the corporate code of hygiene, and use sound customer communication and sales skills to actively promote the products in the sampling period so as to support the product promotion activities of the organization.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of food/drink promotion</p> <ul style="list-style-type: none"> • Understand the sales targets and strategies of the organization for food/drink • Understand the details of the food/drink sold by the organization, e.g.: <ul style="list-style-type: none"> • Types of products • Name and ingredients of products • Origin and production method of products • Quality and grade of products • Attractiveness to customers, e.g. colour, aroma, taste, etc. • Preservation and storage methods • Understand the importance of food sampling promotion activities to boosting the sales of food/drink • Master the criteria for selecting food/drink for food sampling promotion activities, e.g.: <ul style="list-style-type: none"> • Relevance to the theme of promotion activity • Right quality and quantity for sampling and promotion • Keep the samples fresh, tasty with a continuous supply during the period of sampling promotion • Master the reasons for food/drink unfit for sale, e.g. expired or deteriorated • Master the basic hygienic measures and code of safety for handling food/drink • Master the customer communication and basic sales skills

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	<p>2. Carry out food/drink sampling promotion activities</p> <ul style="list-style-type: none"> • Properly prepare the food/drink for sampling promotion according to the corporate code of hygiene, e.g.: <ul style="list-style-type: none"> • Arrange the food/drink samples at the promotion venue in a visually appealing way • Put the product samples which require to be frozen in the freezer or other suitable places • Prepare specified gifts in sufficient quantity • Regularly monitor the condition of food/drink and follow up properly, e.g.: take away items which have been placed for a prolonged period/deteriorated • Regularly replenish the food/drink for sampling and maintain an adequate supply • Serve the customers to sample the products, including: <ul style="list-style-type: none"> • Displaying the food/drink samples and actively invite the customers to taste • Communication with the customers in a friendly manner and way • Enquire the customers on their comments on the food and drink accordingly • Answer the enquiries from customers on the product correctly and further introduce other related products • Retrieve the cups, plates and utensils from the customers and dispose of or wash them properly • Follow the code for occupational safety and health when carrying out food/ drink sampling promotion activities so as to reduce the occurrence of accidents; timely and properly handle emergencies, e.g. : <ul style="list-style-type: none"> • Being alert at all times and considerate of the safety of yourself, co-workers and customers, e.g. : <ul style="list-style-type: none"> • Avoiding being close to heating stoves, and sticking warning signs if necessary • Averting cuts caused by knives or sharpening tools • Performing first aid treatment immediately (e.g. stopping wound bleeding and applying medicine to prevent bacterial infection) or seeking help from a qualified first-aid officer when you or other people are injured • Immediately reporting to the higher level and making phone calls to seek for help in case of serious incidents • Properly store the food and drink after the promotion activity is over and put all the knives/tools at a safe place <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure the hygiene and tidiness of the products for sampling during the food/drink sampling promotion activities and communicate with customers in a friendly manner
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Carry out food/drink sampling promotion activities properly according to the corporate codes of safety and hygiene; and • Use sound communication and sales skills to promote the products to customers during the sampling period so as to support the organization's promotion activities.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Display food
Code	105706L2
Range	This unit of competency (UoC) is applicable to staff responsible for the display and sale of food. It covers the abilities to display the organization's food under supervision in the store in a pleasing and attractive way so as to draw the attention of customers and stimulate their consumption desire.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the display of food</p> <ul style="list-style-type: none"> • Understand the details of the food sold by the organization, including: <ul style="list-style-type: none"> • Classification of food, e.g. meat, fish, vegetables, ready to eat food, etc. • Detailed categories of different foods, e.g. pig, cattle, chicken and goose • Date and guidelines for safe consumption of different foods, e.g. need to be cooked thoroughly • Guidelines for pricing and price change , e.g. price reduction due to the passing of time for the product displayed • Understand the essentials for proper display of food on the shelf, including: <ul style="list-style-type: none"> • Food product list of the organization and criteria for choosing products to be displayed/put on the shelf • Location and usable area of the food display room/shelf of the organization, and the supporting equipment • Special requirements for displaying different foods, e.g. need to be chilled • Selling points of related food and relationship to the promotion theme at the time • Turnover and replenishment of the stock of food • Display location and tagging of food • Master the techniques for the display and sale of food, including: <ul style="list-style-type: none"> • Customers' mindset and behavior • Attractiveness of different foods to different customers, e.g. women or children • Practice for food promotion, e.g. tasting and introduction of cooking techniques • Understand the legal requirements and guidelines of the Government and other regulators related to the display of food, e.g. : <ul style="list-style-type: none"> • Trade Descriptions Ordinance, e.g. composition for manufacture • Food Safety Ordinance, e.g. place of production or origin, consumption date, etc.

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	<p>2. Display food under supervision</p> <ul style="list-style-type: none"> • Prepare the food items to be displayed/put on the shelf, including: <ul style="list-style-type: none"> • Gathering the items and choosing the most attractive ones as samples as instructed by the higher level • Gathering related tools, utensils and equipment • Identifying the requirements for the display of respective food, e.g. refrigeration equipment • Handling displayed food respectively, e.g. slicing, defrosting or heating it first • Display the food on the shelf for promotion, including: <ul style="list-style-type: none"> • Packing the food properly or dishing it for display • Properly placing the food in a specified display or storage area • Ensuring that the food is fresh enough for display • Ensuring the safety of food, e.g. separating raw and cooked food to prevent cross-contamination • Ensuring that the overall display of food strikes a balance between diversity and attractiveness • Replenishing and replacing the displayed food regularly • Properly display the name and price of food, including: <ul style="list-style-type: none"> • Ensuring that the name and price tags are properly placed in a correct and conspicuous position • Ensuring the replacement of corresponding name tags when changing displayed food or its prices • Ensuring that all the information shown is accurate and correct • Maintain and upkeep the displayed food, including: <ul style="list-style-type: none"> • Taking or handling food in correct ways and with correct tools • Handling food that deteriorate or perish easily with special care • Replacing/removing expired food or food unfit for consumption • Always keeping the display room/shelf clean and tidy • Ensuring that the display room/shelf is maintained at preset conditions, e.g. temperature and humidity • Introduce to customers food on display and answering their enquires correctly <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the legislations and corporate guidelines related to food safety are followed when displaying the food for promotion
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Display, under supervision, the organization's food and accessories in the store in a pleasing and attractive way; and • Display the food properly so as to attract customers to buy and boost sales.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Display liquor
Code	105707L2
Range	This unit of competency (UoC) is applicable to staff responsible for the display and sale of liquor. It covers the abilities to display the organization's liquor under supervision in the store in a pleasing, attractive and prominent way so as to attract customers to buy and boost sales.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the display of liquor</p> <ul style="list-style-type: none"> • Understand the details of the liquor sold by the organization, including: <ul style="list-style-type: none"> • Classification of liquor, e.g. grape wine, red wine, white wine, beer, rice wine, yellow wine, etc. • Detailed categories of different liquor, e.g. ice wine under the class of grape wine, sparkling wine, champagne, fortified wine, etc. • Best consumption date of different liquor • Guidelines for consumption of different liquor (e.g. food that match/does not match well) • Guidelines for pricing and price change (adjustment according to supply or season) • Understand the essentials for proper display of liquor on the shelf, including: <ul style="list-style-type: none"> • Liquor product list of the organization and criteria for choosing products to be displayed on the shelf • Location and usable area of the liquor display room/shelf of the organization, and the supporting equipment • Special requirements for displaying different liquor, e.g. being chilled/maintaining constant temperature/appropriate humidity • Selling points of related liquor and relationship to the promotion theme at the time • Turnover and replenishment of the stock of liquor • Display location and tagging of liquor • Master the techniques for the display and sale of liquor, including: <ul style="list-style-type: none"> • Customers' mindset and behavior for buying liquor • Attractiveness of different liquor to different consumer groups, e.g. habitual drinkers, price-sensitive consumers, housewives, etc. • Practice for selling liquor, e.g. tasting and introduction of the brewing method of the liquor • Understand the legal requirements and guidelines of the Government and other regulators related to the display of liquor, e.g. : <ul style="list-style-type: none"> • Dutiable Commodities (Liquor) Regulations • Liquor licences issued by the Liquor Licensing Board to premises supplying liquor for consumption on the premises (according to the regulation, it is not allowed to supply liquor to any person under 18 years of age for consumption on the premises)

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	<p>2. Display liquor under supervision</p> <ul style="list-style-type: none"> • Prepare the liquor items to be displayed on the shelf, and the required equipment, including: <ul style="list-style-type: none"> • Gathering the liquor products and choosing the most attractive ones as samples as instructed by the higher level • Gathering related tools, utensils and equipment • Identifying the requirements for the display of respective liquor products, e.g. temperature control equipment • Handling respective liquor products for display, e.g. chilling the beer in a refrigerator • Use display techniques for merchandise and display the liquor on the shelf to stimulate customers' consumption desire, including: <ul style="list-style-type: none"> • Properly placing the liquor products in a specified display or storage area • Ensuring that the condition of respective liquor products is fit for display • Ensuring that the liquor is safe to consume • Ensuring the display of liquor meets safety requirement • Ensuring that the overall display of liquor strikes a balance between diversity and attractiveness • Replenishing and replacing the displayed liquor regularly • Properly display the name, price and other required information of liquor, including: <ul style="list-style-type: none"> • Ensuring that the name and price tags are properly placed in a conspicuous position • Displaying the warning message, e.g. "Persons under 18 years of age will not be allowed to consume liquor on the premises" • Ensuring that all the information shown is accurate and correct • Ensure compliance with the legislations and regulatory requirements related to the sale of liquor • Maintain and upkeep the displayed liquor products, including : <ul style="list-style-type: none"> • Handling liquor products in correct ways and with correct tools • Handling liquor products that deteriorate or perish easily with special care • Replenishing the liquor products on the display shelf as needed • Replacing/removing expired liquor products or those unfit for consumption • Always keeping the display room/shelf clean and tidy • Ensuring that the display room/shelf is maintained at preset conditions, e.g. temperature and humidity • Introduce to customers liquor products on display and answering their enquires correctly <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the government legislations and corporate guidelines are followed when displaying the liquor products for promotion
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Display, under supervision, the organization's liquor products in the store in a pleasing, attractive and prominent way; and • Display the liquor products properly so as to stimulate customers' buying desire and boost sales.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Display cigarettes
Code	105708L2
Range	This unit of competency (UoC) is applicable to staff responsible for the display and sale of cigarettes. It covers the abilities to display the organization's cigarette products under supervision in the store in a pleasing, attractive and prominent way so as to draw the attention of customers and boost sales.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the display of cigarettes and their accessories</p> <ul style="list-style-type: none"> • Understand the details of the cigarette products sold by the organization, including: <ul style="list-style-type: none"> • Classification of cigarette products, e.g. origin, types (thickness and length), accessories (e.g. cutter, humidor, tobacco pipe, ashtray and lighter) • Detailed categories of different cigarette products, e.g. brands and places of production • Understand the essentials for proper display of cigarette products on the shelf, including: <ul style="list-style-type: none"> • Cigarette product list of the organization and criteria for choosing products to be displayed on the shelf • Location and usable area of the cigarette display room/shelf of the organization, and the supporting equipment • Turnover and replenishment of the stock of cigarettes • Display location and tagging of cigarette products • Master the techniques for the display and sale of cigarette products, including: <ul style="list-style-type: none"> • Customers' preference and taste • Attractiveness of different cigarette products to different consumers, e.g. heavy smokers, male and female • Understand the legal requirements and guidelines of the Government and other regulators related to the display of cigarettes, e.g. : <ul style="list-style-type: none"> • Smoking (Public Health) Ordinance (e.g. cigarette smoking is prohibited in certain areas) • Showing the health warning and the tar and nicotine yields in the form and manner prescribed by the law • Regulation on the sale of tobacco products, e.g. they must not be sold to any person under 18 years of age or used as prizes in any event/competition

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	<p>2. Display cigarettes under supervision</p> <ul style="list-style-type: none"> • Prepare the cigarette products to be displayed on the shelf, and the required equipment, including: <ul style="list-style-type: none"> • Gathering the cigarette products and choosing the most attractive ones as samples as instructed by the higher level. • Gathering related tools and accessories (e.g. tobacco pipe, ashtray and lighter) • Identifying the requirements for the display of certain cigarette products, e.g. temperature and humidity control, and lighter fuel supply • Use display techniques for merchandise, follow the legal requirements and display the cigarettes on the shelf for promotion, including: <ul style="list-style-type: none"> • Properly placing the cigarette products on a specified display shelf or in a storage area • Ensuring that the condition of the cigarette products is fit for display or sale • Replenishing, replacing, cleaning and tidying the displayed cigarette products regularly • Properly display the name, price and other required information of cigarette products according to legal requirements, including: <ul style="list-style-type: none"> • Ensuring that the name and price tags are properly placed in a conspicuous position • Displaying the warning message in both Chinese and English, e.g. “By order of HKSAR Government: No tobacco product shall be sold to the person under 18 years of age or given for promotion to any person” • Maintain and upkeep the displayed cigarette products, including : <ul style="list-style-type: none"> • Handling cigarette products correctly and preventing them from cracking, chipping, going mouldy and damaging by moth • Replacing/removing expired cigarette products or those unfit for consumption, and keeping records for the write-off • Always keeping the display room/shelf clean and tidy <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the legislations and corporate guidelines, e.g. Trade Descriptions Ordinance, are strictly followed when displaying the cigarette products for promotion
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Display, under supervision, the organization’s cigarette products and accessories in the store in an attractive and prominent way; and • Display the cigarette products properly so as to attract customers to buy and boost sales.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Display cigars
Code	105709L2
Range	This unit of competency (UoC) is applicable to staff responsible for the display and sale of cigars. It covers the abilities to display the organization's cigar products under supervision in the store in a pleasing, attractive and prominent way so as to draw the attention of customers and boost sales.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the display of cigars and their accessories</p> <ul style="list-style-type: none"> • Understand the details of the cigar products sold by the organization, including: <ul style="list-style-type: none"> • Classification of cigar products, e.g. origin, types (thickness and length), accessories (e.g. packing case, ashtray and lighter) • Detailed categories of different cigar products, e.g. major brands and places of production, and cigar strengths • Guidelines for consumption of different cigar products • Guidelines for pricing and price change (adjustment according to supply or output) • Understanding the structure, colour, characteristics and ring gauge of a cigar • Understand the essentials for proper display of cigar products on the shelf, including: <ul style="list-style-type: none"> • Location and usable area of the cigar display room/shelf of the organization, and the supporting equipment • Special requirements for displaying different cigar products, e.g. maintaining appropriate temperature and humidity • Selling points of related cigar products • Turnover and replenishment of the stock of cigars • Display location and tagging of cigar products • Master the techniques for the display and sale of cigar products, including: <ul style="list-style-type: none"> • Customers' preference and taste, consumption duration, and the food and drinks to go with cigars • Attractiveness of different cigar products to different consumers, e.g. : <ul style="list-style-type: none"> • - Male and female • - Habitual cigarette smokers' interest in cigars and difficulty for women to consume thicker cigars • Practice for selling cigars, e.g. introduction of product grades (limited edition, selections of the year or new series), and different processing methods and handicrafts <ul style="list-style-type: none"> • Understand the legal requirements and guidelines of the Government and other regulators related to the display of cigars, e.g. : • Smoking (Public Health) Ordinance (e.g. cigarette or cigar smoking is prohibited in certain areas) • Showing the health warning and the tar and nicotine yields in the form and manner prescribed by the law • Regulation on the sale of cigar products, e.g. they must not be sold to any person under 18 years of age or used as prizes in any event/competition

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	<p>2. Display cigars under supervision</p> <ul style="list-style-type: none"> • Prepare the cigar products to be displayed on the shelf, and the required equipment, including: <ul style="list-style-type: none"> • Gathering the products and choosing the most attractive ones as samples as instructed by the higher level • Gathering related tools and accessories (e.g. ashtray and lighter) • Identifying the requirements for the display of respective cigar products, e.g. temperature and humidity control, and lighter fuel supply • Handling displayed cigar products respectively, e.g. proper packing • Use display techniques for merchandise, follow the legal requirements and display the cigars on the shelf for promotion, including: <ul style="list-style-type: none"> • Properly placing the cigar products on a specified display shelf or in a storage area • Ensuring that the condition of the cigar products is fit for display or sale • Ensuring that the cigar products are safe to consume • Ensuring that the overall display of cigars strikes a balance between diversity and attractiveness, and legal compliance • Replenishing, replacing, cleaning and tidying the displayed cigar products regularly • Properly display the name, price and other required information of cigar products according to legal requirements, including: <ul style="list-style-type: none"> • Ensuring that the name and price tags are properly placed in a conspicuous position • Ensuring the replacement of corresponding information when changing displayed cigar products or their prices • Displaying the warning message in both Chinese and English, e.g. “By order of HKSAR Government: No tobacco product shall be sold to the person under 18 years of age or given for promotion to any person” • Ensuring that all the information shown is accurate and correct • Maintain and upkeep the displayed cigar products, including : <ul style="list-style-type: none"> • Handling cigar products correctly and preventing them from cracking, chipping, going mouldy and damaging by moth • Replenishing the cigar products on the display shelf as needed • Replacing/removing expired cigar products or those unfit for consumption, and keeping records for the write-off • Always keeping the display room/shelf clean and tidy • Ensuring that the display room/shelf is maintained at preset conditions, e.g. temperature and humidity, and always checking whether the humidifier works properly • Answering the enquires of customers politely but the replies must not contain any express or implied inducement, suggestion or request to purchase or smoke cigar products <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the legislations and corporate guidelines, e.g. Trade Descriptions Ordinance, are strictly followed when displaying the cigar products for promotion
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Display, under supervision, the organization’s cigar products and accessories in the store in an attractive and prominent way; and • Display the cigar products properly so as to attract customers to buy and boost sales.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Maintain food safety
Code	105710L2
Range	This unit of competency (UoC) is applicable to food sales staff. It involves the basis understanding of food safety guidelines. It covers the abilities to implement the practice set by the organization and the safety guidelines legally required so as to ensure that the food sold is safe to eat.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of food safety</p> <ul style="list-style-type: none"> • Understand the organization food safety guidelines and measures, including: <ul style="list-style-type: none"> • Personal hygienic practices • Dress code for handling food, e.g. use of apron, mask, etc. • Tools generally used for handling food, e.g. gloves or pliers • Hygienic requirements for food container • Keeping the working area clean • Gathering and handling food sediment • Pest prevention • Understand the personal role and responsibility from handling raw food to the end product and the consequences caused by undesirable hygienic treatment • Understand the basic principles for handling food and maintaining hygiene, including: <ul style="list-style-type: none"> • Storage methods for different food • Handling methods for different food, e.g.: raw meat should be chilled, cooked food should be kept above 60°C or below 4°C, etc. • Methods to reduce contamination and waste of food • Sources of food contamination and food safety hazards, e.g. bacteria growth • Causes of food deterioration, contamination or cross-contamination • Environmental requirements, e.g. keeping an appropriate temperature and humidity • Understand the basic information and requirements for the organization on selling food, including: <ul style="list-style-type: none"> • Requirements for the placement of food, e.g. on the shelf or in the refrigerator • “Best before” date • Handling method after selling • Understand the food safety ordinances and regulatory guidelines imposed by the government and other regulators, e.g. Food Safety Ordinance

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	<p>2. Maintain food safety</p> <ul style="list-style-type: none"> • Follow corporate guidelines and relevant legal requirements in day-to-day operation to ensure the hygiene and safety of food for sale, including: <ul style="list-style-type: none"> • Paying attention to personal and environmental hygiene, e.g.: <ul style="list-style-type: none"> • Maintain good personal hygienic practices • Wear appropriate clothes • Use appropriate tools to handle food • Storing and handling food in hygienic and safe ways according to corporate guidelines and legal requirements, including: <ul style="list-style-type: none"> • Transferring food safely and hygienically from source point to storage point • Using appropriate tools and utensils to handle and contain food • Strictly preventing bacteria contamination or cross-contamination of food • Cleaning the food handling place and used tools and containers regularly according to guidelines • Paying attention to the food safety condition from time to time, including: <ul style="list-style-type: none"> • Identifying food safety hazards • Identifying the likely source of food contamination • Identifying the likely source of bacteria growth • Report to the higher level immediately on food safety accidents • Implement the legal requirements on food safety, e.g.: <ul style="list-style-type: none"> • Never sell perished food • File properly the documents for ordering food and other related documents <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure the food is safe to eat according to legal requirements related to health
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Implement food safety measures of the organization (including the handling and storage methods) and abide by related ordinances to ensure that the food for sale meets the safety standards and the interests of consumers are protected.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Transport and store liquor
Code	105711L3
Range	This unit of competency (UoC) is applicable to staff responsible for the transportation and storage of liquor products. It requires some analysis. It covers the abilities to perform the tasks of transporting and storing liquor according to the handling procedures and guidelines established by the organization.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of transporting and storing liquor</p> <ul style="list-style-type: none"> • Understand the organization’s requirements and guidelines on the storage and transportation of liquor products • Understand the details for the transportation of liquor products, e.g. : <ul style="list-style-type: none"> • Safely delivering liquor products to specified destinations within the shortest time • Avoiding damage to liquor products or minimizing the damage during transportation • Understand the details of warehousing management for liquor products, e.g. : <ul style="list-style-type: none"> • Maintaining the quality of the stocks of liquor • Lowering warehousing costs • Maintaining the accuracy of stock records • Measures related to occupational safety and health in warehouses • Understand the duties of staff engaged in the transportation and storage of liquor products and the knowledge and skills required of them • Understand the legislations and regulatory codes related to liquor products, e.g. : <ul style="list-style-type: none"> • Dutiable Commodities Ordinance, Chapter 109, Laws of Hong Kong • Liquor licences issued by the Liquor Licensing Board to premises supplying liquor for consumption on the premises (according to the regulation, it is not allowed to supply liquor to any person under 18 years of age for consumption on the premises) • Road Traffic Ordinance (Driving a motor vehicle with alcohol concentration above prescribed limit), Section 15B, Chapter 371, Laws of Hong Kong

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	<p>2. Transport and store liquor</p> <ul style="list-style-type: none"> • Transport liquor products according to the handling procedures and guidelines established by the organization, including: <ul style="list-style-type: none"> • Ensuring the cleanliness of delivery vehicles before loading of liquor products • Checking and recording liquor products before loading onto vehicles • Checking whether the liquor product tags are correct and the packing is intact • Ensuring that the room temperature in delivery vehicles meets the specified requirements (including during the change of vehicles/means of transport) • Delivering the liquor products to destinations within the shortest time according to established schedule, sequence and route • Following the procedures and completing the delivery formalities by handling/signing all the related documents when arriving at the unloading area • Store liquor products according to the handling procedures and guidelines of the organization, including: <ul style="list-style-type: none"> • Ensuring that the environment of the warehouse meets the requirements for the storage of liquor products • Inspecting and accepting goods and checking all the related documents • Warehousing, shelving and storing • Stock management and keeping records • Applying the “first-in-first-out” principle or other methods (e.g. money-for-value, safety or time principle) to handle stocks • Monitoring the stocks of liquor products and conducting stocktaking regularly • Handling the deteriorated and expired liquor products in stock • Follow the requirements related to liquor laws and regulations and take note of their amendments during the working period <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Strictly follow the guidelines and regulatory requirements established by the organization when transporting and storing liquor products • Transport and store liquor products in such a professional manner that no deception or neglect of duty occurs
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Perform the tasks of transporting and storing liquor products safely according to the handling procedures and guidelines established by the organization so as to ensure smooth operation of liquor retail business.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Transport and store tobacco
Code	105712L3
Range	This unit of competency (UoC) is applicable to staff responsible for the transportation and storage of tobacco products. It requires some analysis. It covers the abilities to perform the tasks of transporting and storing tobacco products according to the handling procedures and guidelines established by the organization.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of transporting and storing tobacco</p> <ul style="list-style-type: none"> • Understand the organization's requirements and guidelines on the storage and transportation of tobacco products • Understand the details for the transportation of tobacco products, e.g. : <ul style="list-style-type: none"> • Safely delivering tobacco products to specified destinations within the shortest time • Avoiding damage to tobacco products or minimizing the damage during transportation • Understand the details of warehousing management for tobacco products, e.g. : <ul style="list-style-type: none"> • Maintaining the quality of the stocks of tobacco • Lowering warehousing costs • Maintaining the accuracy of stock records • Measures related to occupational safety and health in warehouses • Understand the duties of staff engaged in the transportation and storage of tobacco products and the knowledge and skills required of them • Understand the legislations and regulatory codes related to tobacco products, e.g. : <ul style="list-style-type: none"> • Dutiable Commodities Ordinance, Chapter 109, Laws of Hong Kong • Smoking (Public Health) Ordinance (Display of sign when offering tobacco products for sale), Section 15B, Chapter 371, Laws of Hong Kong • Tobacco products are prohibited to sell to any person under 18 years of age • Smoking is prohibited in non-smoking areas

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	<p>2. Transport and store tobacco</p> <ul style="list-style-type: none"> • Transport tobacco products according to the handling procedures and guidelines established by the organization, including: <ul style="list-style-type: none"> • Ensuring the cleanliness of delivery vehicles before loading of tobacco products • Checking and recording tobacco products before loading onto vehicles • Checking whether the tobacco product tags are correct and the packing is intact • Ensuring that the room temperature in delivery vehicles meets the specified requirements (e.g. temperature and humidity) • Delivering the tobacco products to destinations within the shortest time according to established schedule, sequence and route • Following the procedures and completing the delivery formalities by handling/signing all the related documents when arriving at the unloading area • Store tobacco products according to the handling procedures and guidelines of the organization, including: <ul style="list-style-type: none"> • Ensuring that the environment of the warehouse meets the requirements for the storage of tobacco products • Inspecting and accepting goods and checking all the related documents • Warehousing, shelving and storing • Stock management and keeping records • Applying the “first-in-first-out” principle or other methods (e.g. money-for-value, safety or time principle) to handle stocks • Monitoring the stocks of tobacco products and conducting stocktaking regularly • Handling the deteriorated and expired tobacco products in stock • Follow the requirements related to tobacco laws and regulations and take note of their amendments during the working period <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Strictly follow the guidelines and regulatory requirements established by the organization when transporting and storing tobacco products • Act in such a professional manner that no deception or neglect of duty occurs
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Perform the tasks of transporting and storing tobacco products according to the handling procedures and guidelines established by the organization so as to ensure smooth operation of tobacco retail business.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Transport and store food
Code	105713L3
Range	This unit of competency (UoC) is applicable to staff responsible for the transportation and storage of food. It requires some analysis. It covers the abilities to perform the tasks of transporting and storing food according to the handling procedures and guidelines established by the organization.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of transporting and storing food</p> <ul style="list-style-type: none"> • Understand the organization’s requirements and guidelines on the storage and transportation of food • Understand the details for the transportation of food, e.g. : <ul style="list-style-type: none"> • Safely delivering food to specified destinations within the shortest time • Avoiding damage to food or minimizing the damage during transportation • Minimise overall transport costs • Make transportation of food meets (e.g. not over time) with others, etc. • Understand the target details of warehousing management for food, e.g. : <ul style="list-style-type: none"> • Maintaining the quality of the stocks of food • Lowering warehousing costs • Maintaining the accuracy of stock records • Measures related to occupational safety and health in warehouses • Understand the duties of staff engaged in the transportation and storage of food and the knowledge and skills required of them • Understand the legislations and regulatory codes related to food, e.g. : <ul style="list-style-type: none"> • Public Health and Municipal Services Ordinance, Chapter 132 • Imported Game, Meat and Poultry Regulations, Chapter 132AK • Food Safety Ordinance, Chapter 612

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	<p>2. Transport and store food</p> <ul style="list-style-type: none"> • Master the codes of practice and safety for the transport and storage of food, e.g.: <ul style="list-style-type: none"> • Take note of and maintaining personal hygiene • Take note of the condition of food • Complete and file properly the delivery records • Report to the higher level immediately when finding an abnormal situation • Transport food according to the handling procedures and guidelines established by the organization, including: <ul style="list-style-type: none"> • Ensuring the cleanliness and cooling temperature of delivery vehicles before loading of food • Checking and recording specified food (e.g. meat and vegetables) before loading onto vehicles • Take note of the life span and storage period of food when storing them • Checking whether the product tags are correct and the packing is intact • Ensuring that the temperature in delivery vehicles meets the specified requirements for food (e.g. frozen food) • Delivering the food to destinations within the shortest time according to established schedule, sequence and route • Following the procedures and completing the delivery formalities by handling/signing all the related documents when arriving at the unloading area • Store food according to the handling procedures and guidelines of the organization, including: <ul style="list-style-type: none"> • Ensuring that the environment of the warehouse meets the requirements for the storage of food (e.g. fire prevention, pest and rodent control, etc.) • Inspecting and accepting goods and checking all the related documents • Warehousing, shelving and storing • Stock management and keeping records • Applying the “first-in-first-out” principle or other methods (e.g. money-for-value, safety or time principle) to handle stocks • Monitoring the stocks of food and conducting stocktaking regularly • Handling the deteriorated and expired food in stock • Follow the requirements related to food laws and regulations and take note of their amendments during the working period <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Follow the guidelines and regulatory requirements established by the organization when transporting and storing food • Transport and store food in such a professional manner that no deception or neglect of duty occurs and ensure safe consumption of food
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Perform the tasks of transporting and storing food according to the handling procedures and guidelines established by the organization so as to ensure smooth operation of food retail business.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Introduce liquor products
Code	105714L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of liquor products in the retail industry. It requires analysis, judgement and persuasiveness. It covers the abilities to introduce to customers the characteristics and advantages of the liquor products sold by the organization so as to stimulate their buying desire and facilitate transactions.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of liquor products</p> <ul style="list-style-type: none"> • Understand the organization’s business strategies (including the liquor products) • Understand the information and characteristics of the liquor products sold by the organization, including: <ul style="list-style-type: none"> • Origin of products, their main suppliers and stability of supply • Brands and types of products, e.g. grape wine, beer and rice wine • Nature of products, e.g. spirits and table wine • Functions and effect of products, e.g. medical efficacy or for cooking • Materials, methods and process of brewing the products • Cost prices and selling prices of products and discount offers • Year of consumption of the products and noting points after opening the bottles and for re-storage • Knowledge of quality control of the product, e.g. whether it will deteriorate because of the storage environment • Do’s and don’ts for the consumption of the product, e.g. amount and its pairing food • Do’s and don’ts for the storage of the product, e.g. temperature and humidity • Other drinks, food and products which can be consumed together with the product • After-sales service which can be provided by the organization • Master the techniques of communicating with customers/persuading them, including: <ul style="list-style-type: none"> • Basic knowledge of psychology and application of empathy • Promotion and customer relation skills • Understand the legislations and regulatory guidelines of the Government and other regulators related to liquor products, e.g. : <ul style="list-style-type: none"> • Trade Descriptions Ordinance (e.g. composition for manufacture) • Product Safety Ordinance (e.g. whether the product contains banned or harmful substances) • Dutiable Commodities (Liquor) Regulations (reminding the customers) • Road Traffic Ordinance: driving a motor vehicle while he is under the influence of drink or drugs (reminding the customers) • No person under 18 years of age is allowed to drink liquor in public places (reminding the customers)

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

<p>Competency</p>	<p>2. Introduce liquor products</p> <ul style="list-style-type: none"> • Use promotion and communication skills to introduce to customers the liquor products sold by the organization, including: <ul style="list-style-type: none"> • Introducing to customers the liquor products which cater to their preferences and needs, e.g. : <ul style="list-style-type: none"> • Liquor for banquets or grand occasions • Famous wines as gifts • Red wine or white wine consumed at meals • Beer, red wine and rice wine for daily consumption • Liquor for cooking • Introducing to customers in detail the information on manufacture, brewing process and advantages of the product • Informing customers the information of the product provided by the manufacturer (alcohol content and the year) • Providing customers with written documents stating the condition and quality assurance of the products (if necessary) according to the policies of the organization • Introducing the liquor products of the organization to customers actively to stimulate their buying desire • Answering the questions of customers, allaying their concerns and doubts about the products and helping them make choices • Analyze and assess what liquor products are required by customers, including: <ul style="list-style-type: none"> • Understanding the types and quantity of products required by customers • Leading customers to the display room/shelf for site visit and tasting • Calculating the expense for buying the products required by a customer and related items (e.g. delivery and storage service), and giving a quotation • Preparing the required documents and making arrangements for delivery after gaining the consent of the customer • Providing accurate information related to the supply, transportation and delivery of products • State the price and payment methods clearly, including: <ul style="list-style-type: none"> • Providing discount offers according to corporate guidelines so as to promote specified liquor products • Providing and explaining different types of payment methods to customers so as to respond to their needs • Provide customers with other recommendations and analysis related to liquor products, e.g. : <ul style="list-style-type: none"> • Problems possibly encountered for different products in the storage environment, on display shelf, during consumption and storage after consumption, and recommending the correct ways to handle them • Introducing accessories of liquor products, e.g. bottle opener <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Make no exaggeration or misrepresentation when introducing liquor products
<p>Assessment Criteria</p>	<p>The integrated outcome requirement of this UoC is the ability to :</p> <ul style="list-style-type: none"> • Use promotion and communication skills and knowledge of liquor products to introduce to consumers the characteristics and advantages of the products sold by the organization so as to stimulate their buying desire and facilitate transactions.
<p>Remark</p>	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Master the characteristics and selling points of products (food/liquor/tobacco)
Code	105715L4
Range	This unit of competency (UoC) is applicable to management staff in the retail industry. It requires analysis and judgement. It covers the abilities to focus on the major characteristics and selling points of the food, liquor and tobacco products sold by the organization, to provide the sales plans with ideas which are creative and focus on the consumer mindset and goals so as to support the retail business development of the organization.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the sale of food/liquor/tobacco products</p> <ul style="list-style-type: none"> • Understand the organization's sales targets and business strategies set for food/liquor/tobacco products • Understand the latest movements and development potential of the products in the market • Master the expertise of marketing and sales promotion • Master the respective characteristics of the food/liquor/tobacco products sold by the organization, e.g. : <ul style="list-style-type: none"> • Quality of products • Attractiveness of products to customers, e.g. appearance, taste or other factors • Storage methods and shelf life of products • Traits of the products' target customers, e.g. age, sex and loyalty • Master the respective selling points of the food/liquor/tobacco products sold by the organization, e.g. : <ul style="list-style-type: none"> • Grade of the products compared to those in the same category • Whether the products are solely supplied • Actual effects of the products • Appreciation potential of the products • Enhancement of a customer's image or identity by consumption of the products • Understand the legal requirements and regulatory codes of the Government and regulators related to the sale of food/liquor/tobacco products, e.g. : <ul style="list-style-type: none"> • Safety requirements (food hygiene and safety) • Restrictions on raw materials (e.g. the tar and nicotine yields in tobacco and the alcohol content in liquor) • Other requirements (age restriction on the customers of liquor and tobacco)

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	<p>2. Master the characteristics and selling points of products (food/liquor/tobacco)</p> <ul style="list-style-type: none"> • Analyze the factors which affect the sale of food/liquor/tobacco products, including: <ul style="list-style-type: none"> • Selling points and prices of products • The organization’s sales strategies set for the products • The latest development and demand of the market • The latest legal requirements on related products imposed by the Government or regulators • Identify the selling points of food/liquor/tobacco products, including: <ul style="list-style-type: none"> • Applying the expertise of marketing to mastering the characteristics of the food/liquor/tobacco products sold by the organization • Creating unique image and major selling points for individual products • Suggesting appropriate marketing methods after considering the competitiveness and market position of the products • Provide guidelines for the design of sales materials and promotional information, including: <ul style="list-style-type: none"> • Setting the marketing direction so as to present the selling points and values of the products • Drawing up the design of promotional materials so as to present and highlight the established selling points • Ensuring that the sales plans focus on the consumer mindset and the needs of target groups of customers and are creative • Making suggestions on the sale of food/liquor/tobacco products so as to support the launch and marketing of new items • Present to target groups of customers the benefits of buying the food/liquor/tobacco products of the organization, e.g. : <ul style="list-style-type: none"> • Quality, reliability and stability of goods • Well-maintained supporting services for products • Well-maintained after-sales service <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Comply with related legislations and regulations in a professional manner when promoting the characteristics and selling points of the food/liquor/tobacco products
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to :</p> <ul style="list-style-type: none"> • Analyze and master the characteristics and selling points of the food/liquor/tobacco products sold by the organization; and • Focus on the major characteristics and selling points of the food/liquor/tobacco products sold by the organization and provide the sales plans with ideas which are creative and cater to the mindset and needs of consumers so as to support the retail business development of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Formulate the handling procedures for food
Code	105716L5
Range	This unit of competency (UoC) is applicable to management staff responsible for formulation of policies in the retail industry. It covers the abilities to plan, design and formulate policy procedures for which critical analysis and integration of information are required; formulate an appropriate set of handling procedures complying with the safety and hygienic standards for the food sold by the organization, and make relevant staff clearly understand the procedures through effective communication channels and strictly follow them in daily work so as to protect the interests of consumers and the organization.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the handling procedures for food</p> <ul style="list-style-type: none"> • Understand the importance of a comprehensive set of handling procedures for food to the overall retail business of the organization • Master the components of a complete set of handling procedures for food, including: <ul style="list-style-type: none"> • Acceptance of goods (monitoring of suppliers is involved) • Storage (knowledge of warehouse environment is involved) • Food processing (e.g. processing of raw meat and cooked meat) • Display and sale (to wholesalers and retailers) • Transportation (delivery) • Understand the duties of staff and the skills required of them in different stages of the handling procedures for food • Understand the legislations, regulations and guidelines of the Government and other regulators regarding food, including : <ul style="list-style-type: none"> • Part V of the Public Health and Municipal Services Ordinance (Cap. 132) • Food Safety Ordinance (Cap. 612) • Colouring Matter in Food Regulations • Sweeteners in Food Regulations • Harmful Substances in Food Regulations • Food and Drugs (Composition and Labelling) Regulations • Food Business Regulation, etc. • Understand the major operational objectives and work direction of international and local food related organizations, e.g.: <ul style="list-style-type: none"> • Codex Alimentarius Commission (international) • Food and Agriculture Organization of the United Nations (international) • US Food and Drug Administration (United States) • UK Food Standards Agency (Britain) • Hong Kong Food Council • Expert Committee on Food Safety (Hong Kong) • ISO 22000:2005 Food safety management systems, etc. • Master the potential issues in the formulated handling procedures for food, and the relevant measures taken • Master the skills for communicating with the internal staff of the organization and external bodies/the Government

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	<p>2. Formulate the handling procedures for food</p> <ul style="list-style-type: none"> • Perform analysis and classification of the food sold by the organization, including: <ul style="list-style-type: none"> • Different types of food, e.g. meat, seafood, fish, vegetables and fruit, dry food, preserved fruit, ready to eat food, other processed or preserved food • Recording and estimating the revenue proportions of different types of food and their profits • Estimating the manpower and material resources required for the formulation of the handling procedures for different types of food • Formulate detailed handling procedures (steps) for the food sold by the organization, including: <ul style="list-style-type: none"> • Acceptance procedure • Storage procedure • Processing procedure • Display procedure • Transportation procedure • Special procedure (e.g. labels provided for certain type of food) • Draw up key indicators and noting points for the handling procedures for food, including: <ul style="list-style-type: none"> • Hidden risks in that particular procedure (e.g. bacterial growth and food poisoning) • Implementation of control measures (e.g. temperature and humidity control) • Details of monitoring work (e.g. method, time and person-in-charge) • Key indicators (e.g. frozen meat should be kept below -150C) • Corrective measures (e.g. food be frozen immediately) • Fully considering relevant legal and regulatory requirements in the process • Pay attention to the life span and storage period of food when formulating handling procedures for food • Draw up the scope of work and related guidelines for the person-in-charge of each handling procedure for food, including: <ul style="list-style-type: none"> • Paying attention to personal hygiene • Checking food according to indicators • Completing the tasks for that particular procedure according to guidelines • Recording work process properly and saving files (e.g. vehicle log book or invoices for delivery) • Procedures for reporting special conditions or emergencies to the higher level and the handling mechanism • Release to relevant staff the established handling procedures for food with explanations provided, and ensure their understanding and compliance • Continue to monitor the implementation of the handling procedures for food in daily work or perform spot checks <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Strictly follow legislations and regulatory guidelines of the Government related to food safety when formulating the handling procedures for food
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate an appropriate set of handling procedures for the food sold by the organization and ensure compliance with safety and hygienic standards; and • Make relevant staff understand clearly and implement the handling procedures for food through effective communication channels to protect the interests of the organization and consumers.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Formulate the handling procedures for liquor
Code	105717L5
Range	This unit of competency (UoC) is applicable to management staff responsible for formulation of policies in the retail industry. It covers the abilities to plan, design and formulate policy procedures for which critical analysis and integration of information are required; formulate an appropriate set of handling procedures for the liquor products sold by the organization to ensure compliance with the safety and hygienic standards, and make relevant staff clearly understand the procedures through effective communication channels and strictly follow them in daily work so as to protect the interests of consumers and the organization.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the handling procedures for liquor</p> <ul style="list-style-type: none"> • Understand the importance of a comprehensive set of handling procedures for liquor products to the overall retail business of the organization • Understand the characteristics and required shelf life of the liquor products sold by the organization, including : <ul style="list-style-type: none"> • Certain types of liquor need to be bottled separately • Different types of liquor are different in shelf life • Certain types of liquor need to be kept in constant temperature and humidity • Requirements on liquor labels • Master the components of a complete set of handling procedures for liquor, including: <ul style="list-style-type: none"> • Acceptance of goods (monitoring of suppliers is involved) • Storage (knowledge of wine cellar or warehouse environment is involved) • Processing (e.g. mixing alcoholic drinks or making cocktail) • Display and sale (to wholesalers and retailers) • Transportation (delivery) • Understand the duties of staff and the skills required of them in different stages of the handling procedures for liquor • Understand the legislations, regulations and guidelines of the Government and other regulators regarding liquor products, including : <ul style="list-style-type: none"> • Dutiable Commodities Ordinance enforced by the Customs and Excise Department • Understand the code of practice for handling liquor and recommending it to customers, including: <ul style="list-style-type: none"> • The regulation that no person under 18 years of age is allowed to consume liquor products in a store • Differentiating between genuine and fake liquor products in the procedures of acceptance, processing, sale and transportation and ensuring their quality (elimination of smuggled cigarettes) • Master the potential issues in the formulated handling procedures for liquor, and the relevant measures taken • Master the skills for communicating with the internal staff of the organization and external bodies/the Government

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	<p>2. Formulate the handling procedures for liquor</p> <ul style="list-style-type: none"> • Perform analysis and classification of the liquor sold by the organization, including: <ul style="list-style-type: none"> • Differentiating different types of alcoholic drinks, e.g. grape wine, beer, champagne, rice wine, yellow wine, spirits, vodka, brandy, cocktail, Japanese sake, tequila, whisky, etc. • Recording and estimating the sales proportions of different types of liquor and their profits • Estimating the manpower and material resources required for the formulation of the handling procedures for different types of liquor products • Formulate detailed and comprehensive handling procedures (steps) for liquor sold by the organization, including: <ul style="list-style-type: none"> • Acceptance procedure • Storage procedure • Processing procedure • Display procedure • Transportation procedure • Special procedure (e.g. bottling and packing provided for certain types of liquor) • Draw up key indicators and noting points for each handling procedure for liquor, including: <ul style="list-style-type: none"> • Hidden risks in that particular procedure (e.g. deterioration) • Implementation of control measures (e.g. temperature and humidity control) • Details of monitoring work (e.g. item, method, time and person-in-charge) • Key indicators (e.g. temperature should be set between 50C and 100C) • Corrective measures (e.g. liquor products be frozen immediately) • Considering relevant legal and regulatory requirements in the process • Draw up the scope of work and related guidelines for the person-in-charge of the handling procedures for liquor products, including: <ul style="list-style-type: none"> • Paying attention to personal hygiene • Checking the liquor according to indicators • Completing the tasks for that particular procedure according to guidelines • Recording work process properly and saving files (e.g. vehicle log book or invoices used in delivery) • Procedures for reporting special conditions or emergencies to the higher level and the handling mechanism • Release to relevant staff the established handling procedures for liquor with explanations provided, and ensure their understanding and compliance • Continue to monitor the implementation of the handling procedures for different liquor products in daily work or perform spot check <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Strictly follow related legislations and regulatory guidelines of the Government when formulating the handling procedures for liquor
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate an appropriate set of handling procedures for the liquor products sold by the organization and ensure compliance with safety and hygienic standards; and • Make relevant staff understand clearly and implement the handling procedures for liquor through effective communication channels to protect the interests of the organization and consumers.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Title	Formulate the handling procedures for tobacco
Code	105718L5
Range	This unit of competency (UoC) is applicable to management staff responsible for formulation of policies in the retail industry. It covers the abilities to plan, design and formulate policy procedures for which critical analysis and integration of information are required; formulate an appropriate set of handling procedures for the tobacco products sold by the organization, and make relevant staff clearly understand the procedures through effective communication channels and strictly follow them in daily work so as to protect the interests of consumers and the organization.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the handling procedures for tobacco</p> <ul style="list-style-type: none"> • Understand the importance of a comprehensive set of handling procedures for tobacco products to the overall retail business of the organization • Understand the characteristics and required shelf life of the tobacco products sold by the organization, including : <ul style="list-style-type: none"> • Types of tobacco products (cigar, cigarette and cut tobacco) • Brands (international or domestic) of tobacco products • Places of production of tobacco products • Strengths of tobacco products (e.g. full, medium, light and menthol) • Best-before date of different tobacco products • Requirements on tobacco product labels • Understand the components of a complete set of handling procedures for tobacco products, including: <ul style="list-style-type: none"> • Acceptance of goods (monitoring of suppliers is involved) • Storage (knowledge of warehouse environment is involved) • Processing (e.g. repacking) • Display and sale (to wholesalers and retailers) • Maintenance (regular checks on the quality of all the stocks and early prevention of moth damage of large scale) • Transportation (delivery) • Understand the duties of staff and the skills required of them in different stages of the handling procedures for tobacco • Understand the legislations, regulations and guidelines of the Government and other regulators regarding tobacco products, including : <ul style="list-style-type: none"> • Smoking (Public Health) (Amendments) Ordinance • Dutiable Commodities Ordinance enforced by the Customs and Excise Department, and etc. • Understand the code of practice for handling tobacco products and recommending them to customers, including: <ul style="list-style-type: none"> • Showing the specified words of the health warning on cigarette packs and packages • Differentiating between genuine and fake tobacco products in the procedures of acceptance, processing, sale and transportation and ensuring their quality (elimination of smuggled cigarettes) • Master the potential issues in the formulated handling procedures for tobacco, and the relevant measures taken • Master the skills for communicating with the internal staff of the organization and external bodies/the Government

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

<p>Competency</p>	<p>2. Formulate the handling procedures for tobacco</p> <ul style="list-style-type: none"> • Perform analysis and classification of the tobacco products and related accessories sold by the organization, including: <ul style="list-style-type: none"> • Differentiating different types of tobacco products, e.g. : <ul style="list-style-type: none"> • Tobacco, rolled cigarette, cigar, electronic cigarette and cut tobacco • Accessories (e.g. cutter, humidor, pipe, astray, lighter, match and etc.), rolled cigarette filter and cigarette paper, cigarette maker and its accessories, packing machinery and etc. • Recording and estimating the revenue proportions of different types of tobacco products and their profits • Estimating the manpower and material resources required for the formulation of the handling procedures for different types of tobacco products • Formulate detailed handling procedures (steps) for the tobacco products sold by the organization, including: <ul style="list-style-type: none"> • Acceptance procedure • Storage procedure • Ordering/Replenishment procedure • Processing procedure • Display procedure • Transportation procedure • Special procedure (e.g. packing provided for specified tobacco) • Draw up key indicators and noting points for the handling procedures of different types of tobacco, including: <ul style="list-style-type: none"> • Hidden risks in that particular procedure (e.g. moth damage) • Implementation of control measures (e.g. temperature and humidity control) • Details of monitoring work (e.g. item, method, time and person-in-charge) • Key indicators (e.g. technological innovation, reduction of hazards by lowering the tar content, health concern and contribution to society) • Corrective measures (e.g. immediate adjustment of temperature and humidity) • Fully considering relevant legal and regulatory requirements in the process • Draw up the scope of work and related guidelines for the person-in-charge of the handling procedures for tobacco products, including: <ul style="list-style-type: none"> • Paying attention to personal hygiene • Checking tobacco products and accessories according to indicators • Completing the tasks for that particular procedure according to guidelines • Recording work process properly and saving files (e.g. vehicle log book or invoices used in delivery) • Procedures for reporting special conditions or emergencies to the higher level and the handling mechanism • Release to relevant staff the established handling procedures for tobacco with explanations provided, and ensure their understanding and compliance • Continue to monitor the implementation of the handling procedures for different tobacco products in daily work or perform spot checks • Keep in touch with relevant Government departments and regulatory bodies and take note of their development and measures (e.g. the law enforcement criteria of the Hong Kong Council on Smoking and Health and the Tobacco Control Office of the Department of Health)
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Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Food/Alcohol/Tobacco

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Strictly follow related legislations and regulatory guidelines of the Government when formulating the handling procedures for tobacco
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Formulate an appropriate set of handling procedures for the tobacco products sold by the organization; and• Make relevant staff understand clearly the handling procedures for tobacco through effective communication channels and ensure their full compliance in daily work.
Remark	

Units of Competency for Specific Product Knowledge

***-- Units of Competency for
Consumer goods(Communications
Equipment and Electrical Products)***

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Title	Comply with safety codes/guidelines for electrical products
Code	105719L1
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of electrical products in the retail industry. It involves routine and repetitive work. It covers the abilities to strictly comply with corporate guidelines and statutory safety codes for electrical products when using electrical products for the sale or demonstration of products under instruction
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Safety codes/guidelines for electrical products</p> <ul style="list-style-type: none"> • Understand the organization’s work safety policy and guidelines • Understand the importance and necessity of occupational safety • Understand the relevant requirements of the Electrical Products (Safety) Ordinance in Hong Kong, e.g.: <ul style="list-style-type: none"> • Electrical products for household use • Products supplied in Hong Kong • Essential and specific safety requirements, including: <ul style="list-style-type: none"> • Rated voltage and frequency • Model or category reference number • Name or trademark of manufacturer • Certificate of safety compliance • Know about the workplace occupational safety and health regulations and guidelines, e.g.: <ul style="list-style-type: none"> • Safe use of electricity • Fire service equipment, installations and safety measures • Basic first aid knowledge • Office safety knowledge <p>2. Comply with safety codes/guidelines for electrical products</p> <ul style="list-style-type: none"> • Strictly comply with corporate guidelines and statutory safety codes in daily operation to ensure workplace safety, e.g.: <ul style="list-style-type: none"> • Use plugs and adaptors which comply with the requirements • Avoid overload of electricity • Strictly comply with corporate guidelines and relevant legal requirements in the sale and demonstration of electrical products, e.g.: <ul style="list-style-type: none"> • Demonstrate to customers the correct and safe way to use the electrical product according to manufacturer’s guidelines • Ensure that the electrical products for sale comply with relevant safety standards and legal requirements

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Competency	3. Exhibit professionalism <ul style="list-style-type: none">Strictly comply with the safety codes and guidelines for electrical products in a professional manner
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">Understand the basic requirements of the Electrical Products (Safety) Ordinance of Hong Kong; andStrictly comply with corporate and relevant safety ordinances and codes when using electrical products and selling and demonstrating electrical products to customers in daily operation.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Title	Tune electronic products
Code	105720L2
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of electronic products in the retail industry. It covers the abilities to use basic knowledge of electronic products to perform simple setting or tuning for electronic products for display or sale according to user manuals of products or user manuals provided by suppliers; or perform basic tuning for electronic products upon request of customers who bought the products. This UoC is not applicable to complex and professional technical settings.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of tuning electronic products <ul style="list-style-type: none"> • Understand the noting points for tuning electronic products • Know about the electronic products sold by the organization, including: <ul style="list-style-type: none"> • Specifications and functions of different products • Characteristics of design and techniques of different products • Setting and operation of different products • Content of user manuals for different products • Understand the legal requirements and regulations for occupational safety and health, e.g. Electronic Products Safety Ordinance 2. Tune electronic products <ul style="list-style-type: none"> • Perform simple setting and tuning for an electronic product according to the organization's working guidelines and user manual, e.g.: <ul style="list-style-type: none"> • Electronic product for display and sale <ul style="list-style-type: none"> • Highlight the unique functions of the product • Match the promotion theme • Upon request of the higher level or supplier • Electronic product bought by customers <ul style="list-style-type: none"> • Meet customer's specific and personal needs, e.g. interface, language • Test whether the product functions and setting operate normally after tuning • Re-package the product • Set the electronic product at normal operation mode according to the guidelines for safe use 3. Exhibit professionalism <ul style="list-style-type: none"> • Strictly comply with corporate guidelines and the user manual when tuning electronic products
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Tune and set the required functions of the electronic products for display and sale according to corporate guidelines and user manual in response to customers' requirements and the purposes of product display and promotion.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Title	Display household electrical products
Code	105721L2
Range	This unit of competency (UoC) is applicable to staff responsible for the display and sale of household electrical products in the retail industry. It covers the abilities to work under supervision and to display the organization's household electrical products in the store in a pleasing and attractive way so as to draw the attention of customers and stimulate their buying desire.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of household electrical products</p> <ul style="list-style-type: none"> • Understand the types of household electrical products sold by the organization, including: <ul style="list-style-type: none"> • Types of household electrical products, e.g. refrigerator, washing machine, television set, heater and microwave oven • Guidelines for safe use of different household electrical products, e.g. no prolonged use • Operation and energy efficiency of different household electrical products • Guidelines for pricing and price change of different household electrical products, e.g. price reduction due to the passing of time and the change of models • Understand the essentials for the display of household electrical products, including: <ul style="list-style-type: none"> • List of household electrical products sold by the organization and criteria for selection of products for display • Location and usable area of the display room/shelf for the household electrical products, and related facilities and equipment • Special requirements for displaying different household electrical products, e.g. prolonged supply of power • Selling points (e.g. the latest model) of related household electrical products and relationship to the promotion theme at the time • Stock turnover and replenishment • Display location and tagging of household electrical products • Mastering the techniques for the display and promotion of household electrical products, e.g. : <ul style="list-style-type: none"> • Mindset, purpose and behaviour of customers • Attractiveness of different household electrical products to different customers (e.g. housewives) • Practices for promoting household electrical products, e.g. discount offers, gifts, and removal of old products for free • Understand the legislations and guidelines of the Government and other regulators related to the regulation of household electrical products, e.g. : <ul style="list-style-type: none"> • Trade Descriptions Ordinance, e.g. materials for manufacture and composition • Electrical Products (Safety) Regulation, e.g. compliance with basic safety specifications

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Competency	<p>2. Display household electrical products</p> <ul style="list-style-type: none"> • Prepare, under supervision, the household electrical products to be displayed, including: <ul style="list-style-type: none"> • Gathering related products and choosing the most attractive ones as samples as instructed by the higher level • Preparing related facilities and equipment required for the display of products, e.g. voltage and plug standards • Identifying the requirements for the display of respective products, e.g. lighting • Performing the preparatory procedures for the display of respective products, e.g. tuning of TV channels in advance • Place the household electrical products in the display room/on the shelf for promotion, including: <ul style="list-style-type: none"> • Assembling the products in advance • Putting the products in a specified display location or on a display shelf • Ensuring that the condition of respective products is fit for display (e.g. undamaged) • Ensuring safe use of electricity, e.g. use of approved multiple socket outlet adaptors and extension units, and no overloading • Ensuring that the overall display is pleasing, diversified and attractive • Replenishing and replacing the displayed products if necessary • Display the names, prices and energy efficiency labels of household electrical products correctly, including: <ul style="list-style-type: none"> • Ensuring that the names, price tags and energy efficiency labels are placed in a correct and conspicuous position • Ensuring the replacement of corresponding tags when changing displayed products or their prices • Ensuring that all the information shown is accurate and correct • Maintain and upkeep the household electrical products on display, including: <ul style="list-style-type: none"> • Moving, assembling and removing the products in a correct way or with appropriate tools • Handling breakable/vulnerable products with special care • Replenishing the products on the display shelf if necessary • Replacing/removing outdated models or products unfit for display • Preventing the theft of products according to corporate guidelines on anti-theft devices • Always keeping the display room/shelf clean and tidy • Always maintaining the display room/shelf at preset conditions e.g. temperature and humidity • Introduce to customers the household electrical products on display and answer their questions correctly <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the guidelines of the Government related to the safe use of electrical appliances and the Trade Descriptions Ordinance are followed when displaying the household electrical products for promotion
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Display, under supervision, the household electrical products of the organization in a pleasing and attractive way so as to attract customers to buy and boost sales.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Title	Introduce cameras and photographic equipment
Code	105722L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of cameras and photographic equipment in the retail industry. It covers the abilities to introduce to customers the characteristics and advantages of the cameras and photographic equipment sold by the organization and recommend cameras and photographic equipment according to customers' requirements.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of cameras and photographic equipment</p> <ul style="list-style-type: none"> • Understand the organization's sales guidelines and targets for product sale • Understand customer relation and sales techniques • Master the information and characteristics of the cameras and photographic equipment sold by the organization, including: <ul style="list-style-type: none"> • Functions, characteristics and models of products • Origin of products and manufacturer's information • Branding and design style of products • Trendiness and advanced technology of the products • Accessories and equipment which can be used in association with the products • Selling prices of products and discount offers • Methods and noting points for routine maintenance • Noting points for the use of the products • After-sales service provided by the organization • Master the techniques of communicating with customers/persuading them • Understand the legislations and regulatory guidelines of the Government and other regulators related to the promotion of general cameras and photographic equipment, e.g. : <ul style="list-style-type: none"> • Trade Descriptions Ordinance • Consumer Council Ordinance • Understand basics of photography and terminology

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Competency	<p>2. Introduce cameras and photographic equipment</p> <ul style="list-style-type: none"> • Use good communication and promotion skills to introduce to customers the cameras and photographic equipment <ul style="list-style-type: none"> • Understanding customers' special requirements and preference on products, e.g. professional or general users • Introducing to customers clearly and concisely the information, advantages and characteristics of the products provided by the manufacturer • Highlight the exclusive features of a product and its differences from those of the same category, e.g. focus speed, film speed and WIFI feature • Informing customers of the product maintenance terms provided by the manufacturer/organization • Providing customers with documents certifying the condition and warranty of the products (including additional period and coverage of maintenance) • Introducing other suitable accessories to customers to stimulate their buying desire • Answering the questions of customers correctly and helping them make choices • State the product price and payment methods clearly, including: <ul style="list-style-type: none"> • Providing discount offers according to corporate guidelines so as to promote specified cameras and photographic equipment • Providing different types of payment methods (e.g. in installments) to customers so as to respond to their needs <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure compliance with related legal requirements and avoid using undesirable sales practices to cheat customers when introducing cameras and photographic equipment
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to :</p> <ul style="list-style-type: none"> • Use promotion and customer relation skills and knowledge of cameras and photographic equipment to correctly introduce and recommend to consumers the features and advantages of the products sold by the organization so as to stimulate their buying desire and to facilitate transactions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Title	Give demonstrations of cameras and photographic equipment
Code	105723L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of cameras and photographic equipment in the retail industry. It requires judgement and analysis. It covers the abilities to use the knowledge in operating cameras and photographic equipment and basic photographic skills to demonstrate to customers the features and characteristics of the products sold by the organization so as to stimulate their buying desire and facilitate transactions.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of cameras and photographic equipment</p> <ul style="list-style-type: none"> • Understand the organization's sales targets • Master customer relation and sales skills • Master the information of the cameras and photographic equipment sold by the organization, including: <ul style="list-style-type: none"> • Features and characteristics of and operating skills for products, e.g. digital camera and SLR camera • Other accessories and equipment required, e.g. lens, filter, tripod, flashlight and battery • High-end camera storage: dry cabinet, dry box, etc. • Daily maintenance procedures and noting points, e.g. dust, water and hit • Details of after-sales service • Understand basic photographic skills and terminology, including: <ul style="list-style-type: none"> • Focus and lighting • Exposure e.g. shutter, aperture and manual control • Angle and red eye • Master product demonstrations skill

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Competency	<p>2. Give demonstrations of cameras and photographic equipment</p> <ul style="list-style-type: none"> • Make preparations for the demonstration of cameras and photographic equipment, including: <ul style="list-style-type: none"> • Being familiar with the features and characteristics of products, e.g. effects of different formats and different lens • Gathering related documents of products, including manual for product user/user manual provided by the vendor, warranty card • Being familiar with the operating skills • Default features • Working out a demonstration plan which highlights the advantages and characteristics of products, and the contingency measures in case of product failure • Preparing accessories and props required to let customers experience the actual operation and effects • Use the knowledge of and the demonstration skills for cameras and photographic equipment to present to customers the features and effects of the products, e.g. : <ul style="list-style-type: none"> • Demonstrating specified product features and operating method according to customers' specified requests and interest • Making use of the surroundings and other accessories to show the best effect and features of products • Pay attention to the safety of the surroundings and related equipment to avoid damage of the products during demonstration • Use good communication skills to answer clearly and concisely the questions of customers during demonstration • Review product demonstration procedures regularly and make appropriate adjustments if necessary <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Maintain good service attitude during demonstration, show the features and operating methods of products patiently and professionally to ensure satisfaction of customers
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Use the knowledge of and the operating skills for cameras and photographic equipment to present their features and characteristics according to the request and interest of customers so as to stimulate their buying desire and facilitate transactions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Title	Introduce musical/audio products
Code	105724L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of musical/audio products in the retail industry. It covers the abilities to introduce to customers the characteristics and advantages of the musical/audio products (e.g. music player, speaker, amplifier and headphone) sold by the organization so as to stimulate their buying desire and facilitate transactions.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of musical/audio products</p> <ul style="list-style-type: none"> • Understand the organization's sales guidelines and targets for product sale • Understand customer relation and communication techniques • Master the sales and persuasion techniques • Master the information and characteristics of the musical/audio products sold by the organization, including: <ul style="list-style-type: none"> • Functions, characteristics and models of products • Origin of products and manufacturer's information • Branding and design style of products • Trendiness and advanced technology of the products • Accessories and equipment which can be used in association with the products • Selling prices of products and discount offers • Methods and noting points for routine maintenance • Noting points for the use of the products • After-sales service provided by the organization • Understand the basic theories of sound and acoustics • Understand the legislations and regulations related to the promotion of products, e.g. : <ul style="list-style-type: none"> • Trade Descriptions Ordinance • Consumer Council Ordinance • Sale of Goods Ordinance

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

<p>Competency</p>	<p>2. Introduce musical/audio products</p> <ul style="list-style-type: none"> • Use promotion and communication skills to introduce to customers the musical/audio products sold by the organization <ul style="list-style-type: none"> • Understanding customers' special requirements and preference on products • Introducing to customers clearly and concisely the information, advantages and characteristics of the products provided by the manufacturer • Highlight the exclusive features of a product and compare with those of the same category • Informing customers of the product maintenance terms provided by the manufacturer/organization correctly • Providing customers with written documents stating the condition and warranty of the products (including additional period and coverage of maintenance) • Introducing other suitable accessories to customers to optimize the effect of product • Answering the questions of customers correctly and helping them make choices • State the product price and payment methods clearly, including: <ul style="list-style-type: none"> • Providing discount offers according to corporate guidelines so as to promote specified musical/audio products • Providing different types of payment methods (e.g. in installments) to customers so as to respond to their needs • Prepare the required documents for delivery, installation and maintenance arrangements after gaining the consent of the customer <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Do not use undesirable sales practices to cheat customers when promoting musical/audio products
<p>Assessment Criteria</p>	<p>The integrated outcome requirement of this UoC is the ability to :</p> <ul style="list-style-type: none"> • Use promotion and customer relation skills and knowledge of musical/audio products to introduce and recommend to consumers the characteristics and advantages of the products sold by the organization so as to stimulate their buying desire and facilitate transactions.
<p>Remark</p>	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Title	Give demonstrations of musical/audio products
Code	105725L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of musical/audio products in the retail industry. It requires analysis and judgement. It covers the abilities to use the knowledge of and operating skills for musical/audio products to demonstrate and clearly introduce to customers the features and advantages of the products sold by the organization so as to facilitate transactions.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of musical/audio products</p> <ul style="list-style-type: none">• Understand the organization's sales targets• Master the knowledge related to the musical/audio products sold by the organization, including:<ul style="list-style-type: none">• Features and characteristics of products• Differences and comparisons with other similar products• Skills for setting and operating the products• Master the skills for demonstrating musical/audio products, including:<ul style="list-style-type: none">• One-to-one or group demonstration• Highlighting the features and advantages of products• Maintaining interactions• Problems possibly encountered in product demonstrations and solutions• Understand the basic theories of sound and acoustics• Master customer relation and sales skills• Understand legal requirements and procedures related to occupational safety and health

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Competency	<p>2. Give demonstrations of musical/audio products</p> <ul style="list-style-type: none"> • Make preparations for the demonstration of musical/audio products, including: <ul style="list-style-type: none"> • Being familiar with the features, characteristics and correct operating procedures of products • Preparing different types of music, e.g. classical music, folk songs and pop music • Gathering related documents of products, including manual for product user/user manual provided by the vendor and warranty card • Memorizing the operating guide provided by the manufacturer • Preparing a demonstration plan which highlights the advantages and characteristics of products • Set a demonstration room/zone for the musical/audio products, including: <ul style="list-style-type: none"> • Displaying and the musical/audio products in a professional and attractive way • Preparing appropriate and proper equipment for trial listening • Arranging soundproof area if the environment permits • Arranging other supporting facilities e.g. comfortable chair • Use the knowledge of musical/audio products to give product demonstrations according to procedures established by the organization, e.g. : <ul style="list-style-type: none"> • One-to-one demonstration: performing individual demonstrations according to the actual needs and interest of customers • Group demonstration: highlighting the characteristics and features of products • Use good communication skills to answer the questions of customers correctly during demonstration • Review product demonstration procedures regularly and make appropriate adjustments if necessary <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Maintain good service attitude during demonstration, show the features and operating procedures of products patiently and professionally to ensure satisfaction of customers
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Use the knowledge of and the demonstration skills for musical/audio products to present their features and characteristics according to the request and interest of customers so as to stimulate their buying desire and facilitate transactions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Title	Introduce computer/mobile phone products
Code	105726L3
Range	This unit of competency (UoC) is applicable to practitioners in the retail industry. It covers the abilities to use basic computer knowledge and sales techniques to introduce to customers the features, functions and advantages of the computer/mobile phone products sold by the organization to facilitate transactions.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of computer/mobile phone products</p> <ul style="list-style-type: none"> • Understand the organization’s sales targets • Understand customer relation and sales techniques • Master communication and persuasion techniques • Master the information and characteristics of the computer/mobile phone products (hardware and software) sold by the organization, including: <ul style="list-style-type: none"> • Functions, features and models of products • Origin of products and manufacturer’s information • Branding and design style of products • Advanced technical functions and development trends of the products • Accessories and equipment which can be used in association with the products • Selling prices of products and discount offers • Methods and noting points for routine maintenance • Noting points for the use of the products • After-sales service provided by the organization • Understand basic operation and terminology of computer/mobile phone products, e.g. : <ul style="list-style-type: none"> • Router/wireless online arrangement • Processor and hard drive • Network interface and local area network • Server • Multi-media and Office applications • Understand the legal requirements of the Government and other regulators and codes of practice related to the promotion of computer/mobile phone products, e.g. : <ul style="list-style-type: none"> • Trade Descriptions Ordinance • Consumer Council Ordinance • Undesirable sales practices

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Competency	<p>2. Introduce computer/mobile phone products</p> <ul style="list-style-type: none"> • Use good promotion and communication skills to introduce to customers the computer/mobile phone products (hardware and software), including: <ul style="list-style-type: none"> • Understanding customers' special requirements, buying purposes and budget for products, e.g. for household or commercial use • Introducing to customers clearly the information, advantages and technical characteristics of the products provided by the manufacturer • Highlight the exclusive features of a product as well as its differences and comparisons with other similar products • Informing customers of the product maintenance terms provided by the manufacturer/organization correctly • Providing customers with written documents stating the condition and warranty of the products (including additional period and coverage of maintenance) according to corporate policies if necessary • Introducing other suitable accessories and applications to customers • Answering the questions of customers correctly and helping them make choices • State the product price and payment methods clearly, including: <ul style="list-style-type: none"> • Providing discount offers according to corporate guidelines so as to promote specified computer/mobile phone products • Providing and explaining different types of payment methods to customers so as to respond to their needs • Prepare the required documents for delivery, installation and maintenance arrangements after gaining the consent of the customer, and verify that the information is correct <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Abide by professional ethics and do not use undesirable sales practices to cheat customers when introducing computer/mobile phone products
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to :</p> <ul style="list-style-type: none"> • Use promotion and customer relation skills and computer knowledge to introduce and recommend to consumers the functions, features and advantages of the computer/mobile phone products sold by the organization so as to facilitate transactions and boost sales.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Title	Give demonstrations of computer/mobile phone products
Code	105727L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of computer/mobile phone products in the retail industry. It requires analysis and judgement. It covers the abilities to use the knowledge of and operating skills for computer/mobile phone products to demonstrate to customers the features and advantages of the products sold by the organization so as to facilitate transactions.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of computer/mobile phone products <ul style="list-style-type: none"> • Understand the organization’s sales targets • Master good communication and sales skills • Master the knowledge of the computer/mobile phone products (hardware and software) sold by the organization, including: <ul style="list-style-type: none"> • Features and characteristics of products • Facilities (hardware and software) required for the software application • Differences and comparisons with other similar products • Skills for operating the computer/mobile phone products, and etc. • Understand the skills for demonstrating computer/mobile phone products, including: <ul style="list-style-type: none"> • One-to-one or group demonstration • Highlighting the features and advantages of products • Maintaining interactions • Problems possibly encountered in product demonstrations and suggested solutions • Understand the skills for using general computer programmes • Understand legal and regulatory requirements related to information technology 2. Give demonstrations of computer/mobile phone products <ul style="list-style-type: none"> • Make preparations for the demonstration of computer/mobile phone products, including: <ul style="list-style-type: none"> • Being familiar with the features, characteristics and correct operating procedures of products, e.g. assembling and setting • Gathering related documents of products, including installation guide, manual for product user/user manual provided by the vendor, warranty card and maintenance certificate • Preparing a demonstration plan which highlights the advantages and characteristics of products, and the contingency measures in case of hardware/software failure • Installing and erecting the configuration system required for hardware and software demonstrations • Performing demonstration rehearsals, ensuring normal operation of all the hardware and software and identifying the required enhancement/upgrading of configuration • Use the knowledge of and the demonstration skills for computer/mobile phone products to present to customers the features and operating methods of the products, e.g. : <ul style="list-style-type: none"> • One-to-one demonstration: performing individual demonstrations according to the actual needs and interest of customers • Group demonstration: highlighting the characteristics and features of products • Use good communication skills to answer clearly and concisely the questions of customers during demonstration • Review product demonstration procedures regularly and make appropriate adjustments if necessary

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Maintain good service attitude during demonstration, show the features and operating procedures of products patiently and professionally to ensure satisfaction of customers• Comply with professional ethics and ensure that the products used in demonstrations meet relevant legal requirements
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Use the knowledge of and the demonstration skills for computer/mobile phone products to present their features and characteristics according to the request and interest of customers so as to stimulate their buying desire and facilitate transactions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Title	Introduce household electrical products
Code	105728L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of household electrical products in the retail industry. It requires analysis and judgement. It covers the abilities to introduce to customers the characteristics and advantages of the household electrical products sold by the organization so as to stimulate their buying desire.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of household electrical products</p> <ul style="list-style-type: none"> • Understand the organization’s business strategies, including the sales targets set for household electrical products • Understand the information and characteristics of the household electrical products sold by the organization, including: <ul style="list-style-type: none"> • Types, colour and models of products • Origin of products, their main suppliers and stability of supply • Branding and design style of products • Whether the products are trendy and newly released • Functions, effectiveness and suitability of products • Materials for manufacture and accessories of products • Voltage and power consumption • Other household appliances and decorations which can be used in association with the product • Selling prices of products and discount offers • Expected product life and noting points for installation (if applicable) • Concerns for product safety, e.g. whether excessive heat is released • Concerns for environmental protection, e.g. whether low power is consumed • Do’s and don’ts for the use of the product, e.g. whether prolonged use is allowed • Do’s and don’ts for the maintenance of the product, e.g. whether dry cells can be used/replaced • After-sales service provided by the organization • Master the techniques of communicating with customers/persuading them, including: <ul style="list-style-type: none"> • Basic knowledge of psychology and application of empathy • Promotion and customer relation skills • Understand the legislations and regulatory guidelines of the Government and other regulators related to the promotion of general household electrical products, e.g. : <ul style="list-style-type: none"> • Product Safety Ordinance (e.g. whether the product contains banned or harmful substances) • Energy Efficiency (Labelling of Products) Ordinance • Electrical Product (Safety) Regulation

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Competency	<p>2. Introduce household electrical products</p> <ul style="list-style-type: none"> • Use promotion and communication skills to introduce to customers the household electrical products sold by the organization, including: <ul style="list-style-type: none"> • Introducing to customers the appliances which meet their needs, e.g. : <ul style="list-style-type: none"> • Refrigerator and washing machine • AV products, e.g. television set • Electrical products used in the kitchen or bathroom, e.g. fan heater and hair dryer • Small electrical products, e.g. small electric fan, electric cooker and thermal pot • Other electrical devices • Introducing to customers in detail the information, technical features and advantages of the products provided by the manufacturer • Informing customers of the product terms provided by the manufacturer • Providing customers with written documents stating the condition and warranty of the products (if necessary) according to the policies of the organization • Introducing related products of the organization to customers actively to stimulate their buying desire • Answering the questions of customers correctly, allaying their concerns and doubts about the products and helping them make choices • Analyze and assess what electrical products are required by customers, including: <ul style="list-style-type: none"> • Assessing the types, size and quantity of products required by customers • Leading customers to the display room/shelf for site and object observation • Calculating the expense for buying the products required by a customer and related items (installation fee), and giving a quotation • Preparing the required documents and making arrangements for delivery and installation after gaining the consent of the customer • Providing information related to the supply, transportation, delivery, installation and maintenance of products • Inform customers of the price and payment methods clearly, including: <ul style="list-style-type: none"> • Providing discount offers according to corporate guidelines so as to promote specified household electrical products • Providing and explaining different types of payment methods to customers so as to respond to their needs • Providing and explaining to customers different types of maintenance services and payment methods (e.g. paying in advance or paying per use) • Provide customers with other recommendations and analysis related to household electrical products, e.g. : <ul style="list-style-type: none"> • Problems possibly encountered during installation, operation and maintenance of different products, and the correct ways to handle them • Arranging maintenance and repair for customers if necessary <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Strictly follow related legislations of the Government and make no exaggeration or misrepresentation when introducing household electrical products
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to :</p> <ul style="list-style-type: none"> • Use promotion and customer relation skills and knowledge of household electrical products to introduce and recommend to consumers the characteristics and advantages of the products sold by the organization so as to stimulate their buying desire and facilitate transactions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Title	Give demonstrations of household electrical products
Code	105729L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of household electrical products in the retail industry. It requires analysis and judgement. It covers the abilities to use the knowledge of and operating skills for household electrical products to demonstrate to customers the features and advantages of the products sold by the organization so as to facilitate transactions.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of household electrical products</p> <ul style="list-style-type: none"> • Understand the organization’s sales targets • Master good communication and sales skills • Master the knowledge of the household electrical products sold by the organization, including: <ul style="list-style-type: none"> • Features and characteristics of products • Facilities required for the use of products • Differences and comparisons with other similar products • Skills for operating the household electrical products, and etc. • Understand the skills for demonstrating household electrical products, including: <ul style="list-style-type: none"> • One-to-one or group demonstration • Highlighting the features and advantages of products • Maintaining interactions • Problems possibly encountered in product demonstrations and suggested solutions • Understand the general skills for the use of household electrical products, including: <ul style="list-style-type: none"> • Power-saving modes of washing machines and refrigerators • Ironing methods used with steam irons • Cooking skills used with new models of electric cookers • Understand legal and regulatory requirements related to household electrical products, e.g. Trade Descriptions Ordinance

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Competency	<p>2. Give demonstrations of household electrical products</p> <ul style="list-style-type: none"> • Make preparations for the demonstration of household electrical products, including: <ul style="list-style-type: none"> • Being familiar with the features, characteristics and correct operating procedures of products, e.g. assembling and setting • Gathering related documents of products, including installation guide, manual for product user/user manual provided by the vendor, warranty card and maintenance certificate • Preparing a demonstration plan which highlights the advantages and characteristics of products, and the contingency measures in case of product failure • Installing and erecting the configuration system and equipment required for product demonstrations • Performing demonstration rehearsals, ensuring normal operation of all the products and identifying the required enhancement/upgrading of configuration • Use the knowledge of and the demonstration skills for household electrical products to present to customers the features and operating methods of the products, e.g. : <ul style="list-style-type: none"> • One-to-one demonstration: performing individual demonstrations according to the actual needs and interest of customers • Group demonstration: highlighting the characteristics and features of products • Use good communication skills to answer clearly and concisely the questions of customers during demonstration • Review product demonstration procedures regularly and make appropriate adjustments if necessary <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Maintain good service attitude during demonstration, show the features and operating procedures of products patiently and professionally to ensure satisfaction of customers • Comply with professional ethics and ensure that the products used in demonstrations meet relevant legal requirements
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Use the knowledge of and the demonstration skills for household electrical products to present their features and characteristics according to the request and interest of customers so as to stimulate their buying desire and facilitate transactions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Title	Provide after-sales service for electronic products/household electrical products
Code	105730L3
Range	This unit of competency (UoC) is applicable to staff responsible for after-sales service support for electronic products/household electrical products in the retail industry. It requires judgement and covers the abilities to use the knowledge of electronic products/household electrical products to provide after-sales service, according to corporate guidelines, to customers' satisfaction, including answering enquiries and referring them to appropriate departments to follow up.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of electronic products/household electrical products</p> <ul style="list-style-type: none"> • Understand the organization's strategies, service pledge and scope of product after-sales service • Master the knowledge of and skills of operating electronic products/household electrical products, including: <ul style="list-style-type: none"> • Functions, properties and specifications of products • User manual provided by manufacturer or supplier, maintenance guidelines and note for safety • Product setting and operational procedures • Common problems caused by improper operation and their solutions • Understand basic electrical theory and concepts, e.g.: <ul style="list-style-type: none"> • Frequency and power • Rated voltage and volt • Ground/water line and insulation design • Understand the organization's working guidelines and handling procedures for product after-sales service, e.g.: <ul style="list-style-type: none"> • Identify problem, e.g. simple operational or product failure • Analyze the problem, e.g. improper operation or damage of parts • Solve the problem, e.g. answer the question on site or over the phone • Recall the product in question and file the question for record • Master the customer relation and communication skills • Understand the legal and regulatory requirements related to electronic products/household electrical products, e.g.: <ul style="list-style-type: none"> • Statutory safety requirements • Electrical products (Safety) Regulations

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Competency	<p>2. Provide after-sales service for electronic products/household electrical products</p> <ul style="list-style-type: none"> • Use good communication skills to provide product after-sales service for a customer according to the organization' product after-sales service procedures, including: <ul style="list-style-type: none"> • Confirming the content of after-sales service required by the customer, e.g. simple enquiry, product repair, product return, etc. • Product tuning and setting • Examination or testing of the product to master the reason for product failure, and provide an appropriate solution • Verifying the valid warranty period, providing spare part for replacement and repair quotation • Providing product replacement as appropriate • Arranging professional department/personnel to deliver the product to manufacturer for repair or replacement of spare part • Arranging to return the repaired product to the customer • Accurately record the content of the product after-sales service according to corporate guidelines and manufacturer's repair requirements, e.g.: <ul style="list-style-type: none"> • Examination result and items for repair • Product information (model and label) • Customer information <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Maintain good and professional service attitude when providing product after-sales service, listen to customers' needs patiently to ensure the provision of quality after-sales service
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Use the knowledge of electronic products/household electrical products to provide customers with quality product after-sales service (e.g. answering enquiries and referring them to appropriate department to follow up) according to the organization's after-sales service guidelines.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Title	Master the characteristics and selling points of electronic products
Code	105731L4
Range	This unit of competency (UoC) is applicable to management staff in the retail industry. It requires analysis and judgement. It covers the abilities to focus on the major characteristics and selling points of the electronic products sold by the organization, to provide the sales plans with ideas which are creative and focus on the consumer mindset and goals so as to support the electronic product retail business development of the organization.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the sale of electronic products</p> <ul style="list-style-type: none"> • Understand the organization's sales targets and business strategies set for electronic products • Understand the latest movements and development potential of the products in the market • Master the expertise of marketing and sales promotion • Master the characteristics of the electronic products sold by the organization, e.g. : <ul style="list-style-type: none"> • Quality of products • Attractiveness of products to customers, e.g. appearance, functions and price • Traits of the products' target customers, e.g. age, sex and level of education • Master the selling points of the electronic products sold by the organization, e.g. : <ul style="list-style-type: none"> • Grade of the products compared to those in the same category • Functions and features • Characteristics of appearance design • Repair and maintenance of the products • Enhancement of a customer's image or identity by consumption of the products • Understand the legal requirements and regulatory codes of the Government and regulators related to the sale of electronic products

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Competency	<p>2. Master the characteristics and selling points of electronic products</p> <ul style="list-style-type: none"> • Analyze the factors which affect the sale of electronic products, including: <ul style="list-style-type: none"> • Prices of products • The organization’s sales strategies set for the products • The latest development and demand of the market • Identify the selling points of electronic products, including: <ul style="list-style-type: none"> • Applying the expertise of marketing to mastering the characteristics of the electronic products sold by the organization • Creating unique image and major selling points for individual products • Suggesting appropriate marketing methods after considering the competitiveness and market position of the products • Make suggestions on the design of sales materials and promotional information, including: <ul style="list-style-type: none"> • Setting the marketing direction so as to present the selling points and values of the products • Drawing up the design of promotional materials so as to present and highlight the established selling points • Ensuring that the sales plans focus on the consumer mindset and the needs of target groups of customers and are creative • Making suggestions on the sale of electronic products so as to support the launch and marketing of new items • Present to target groups of customers the benefits of buying the electronic products of the organization, e.g. : <ul style="list-style-type: none"> • Preferential prices • Quality, reliability and stability of goods • Well-maintained supporting services for products • Well-maintained after-sales service <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Comply with all related legislations and regulations in a professional manner when promoting the characteristics and selling points of the electronic products without exaggeration or misrepresentation
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to :</p> <ul style="list-style-type: none"> • Analyze and master the characteristics and selling points of the electronic products sold by the organization; and • Focus on the major characteristics and selling points of the electronic products sold by the organization and provide the sales plans with ideas which are creative and cater to the mindset and needs of consumers so as to support the retail business development of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Title	Master the characteristics and selling points of household electrical products
Code	105732L4
Range	This unit of competency (UoC) is applicable to management staff in the retail industry. It requires analysis and judgement. It covers the abilities to focus on the major characteristics and selling points of the household electrical products sold by the organization, to provide the sales plans with ideas which are creative and focus on the consumer mindset and goals so as to support the household electrical product retail business development of the organization.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the sale of household electrical products</p> <ul style="list-style-type: none"> • Understand the organization's sales targets and business strategies set for household electrical products • Understand the latest movements and development potential of the products in the market • Master the expertise of marketing and sales promotion • Master the respective characteristics of the household electrical products sold by the organization, e.g. : <ul style="list-style-type: none"> • Quality of products • Attractiveness of products to customers, e.g. appearance, functions and price • Traits of the products' target customers, e.g. age, sex and occupation • Master the selling points of the household electrical products sold by the organization, e.g. : <ul style="list-style-type: none"> • Grade of the products compared to those in the same category • Characteristics of appearance design • Functions and features • Energy efficiency • Repair and maintenance of the products • Enhancement of a customer's image or identity by consumption of the products • Understand the legal requirements and regulatory codes of the Government and regulators related to the sale of household electrical products

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Communications Equipment and Electrical Products

Competency	<p>2. Master the characteristics and selling points of household electrical products</p> <ul style="list-style-type: none"> • Analyze the factors which affect the sale of household electrical products, including: <ul style="list-style-type: none"> • Selling points and prices of products • The organization’s sales strategies set for the products • The latest development and demand of the market • Identify the selling points of household electrical products, including: <ul style="list-style-type: none"> • Applying the expertise of marketing to mastering the characteristics of the household electrical products sold by the organization • Creating unique image and major selling points for individual products • Suggesting appropriate marketing methods after considering the competitiveness and market position of the products • Provide guidelines for the design of sales materials and promotional information, including: <ul style="list-style-type: none"> • Setting the marketing direction so as to present the selling points and values of the products • Drawing up the design of promotional materials so as to present and highlight the established selling points • Ensuring that the sales plans focus on the consumer mindset and the needs of target groups of customers and are creative • Making suggestions on the sale of household electrical products so as to support the launch and marketing of new items • Present to target groups of customers the benefits of buying the household electrical products of the organization, e.g. : <ul style="list-style-type: none"> • Favourable prices • Quality, reliability and stability of goods • Well-maintained supporting services for products • Well-maintained after-sales service <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Comply with all related legislations and regulations in a professional manner when promoting the characteristics and selling points of the household electrical products without exaggeration or misrepresentation
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to :</p> <ul style="list-style-type: none"> • Analyze and master the characteristics and selling points of the household electrical products sold by the organization; and • Focus on the major characteristics and selling points of the household electrical products sold by the organization and provide the sales plans with ideas which are creative and cater to the mindset and needs of consumers so as to support the retail business development of the organization.
Remark	

Units of Competency for Specific Product Knowledge

***-- Units of Competency for
Durable Goods (Furniture)***

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Durable Goods (Furniture)

Title	Assemble furniture for customers
Code	105733L2
Range	This unit of competency (UoC) is applicable to staff responsible for after-sales service for furniture in the retail industry. It covers the abilities to use the knowledge of and the basic tools and materials for furniture assembly to assemble furniture for customers.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of furniture assembly</p> <ul style="list-style-type: none"> • Understand the corporate policies and terms of after-sales service • Understand the customer relation and communication skills and their importance • Master the corporate procedures and guidelines for furniture assembly • Understand the details of furniture assembly, e.g.: <ul style="list-style-type: none"> • Structure and parts of furniture • Steps of assembly • Drawing and manual of furniture assembly • Required tools and equipment and their application • Master the skills for preliminary check and observation, and their importance • Understand the legislations and requirements related to occupational safety and health, including: <ul style="list-style-type: none"> • Personal and work safety, e.g. use of ladders, tools and electrical equipment • Manual handling operation <p>2. Assemble furniture for customers</p> <ul style="list-style-type: none"> • Make preparations according to the working guidelines of the organization, including: <ul style="list-style-type: none"> • Checking the work log to confirm the customer's address and type of furniture to be assembled • Checking whether there are special requirements and guidelines for assembly • Mastering the manual and guidelines for assembly • Preparing appropriate tools, equipment and spare parts • Assemble furniture for customers according to preset steps, including: <ul style="list-style-type: none"> • Checking whether the assembly parts are up to standard and complete • Confirming with the customer on where to put the furniture • Planning the working space and execute necessary protective measures to prevent damaging the furniture or smudging the place • Assembling the furniture according to the procedures • Checking whether all parts are correctly and firmly assembled or there are signs of damage <ul style="list-style-type: none"> • Performing simple repairs accordingly • Cleaning up the working area and related signs • Confirm whether the customer is satisfied upon completion of assembly, and request him/her to sign the work order for record • Master the method of using the furniture and demonstrate the features of the furniture after assembling it • Know how to handle emergencies, e.g. following up immediately with deviations found after assembly

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Durable Goods (Furniture)

Competency	3. Exhibit professionalism <ul style="list-style-type: none">Assemble furniture in a professional manner and strictly follow corporate guidelines and related occupational safety and health regulations to prevent any accidents from happening.
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">Use the knowledge of and the basic tools and materials for furniture assembly to assemble furniture for customers according to corporate guidelines and furniture assembly manual, ensuring that the customers are satisfied and the set standards are met.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Durable Goods (Furniture)

Title	Provide furniture after-sales service
Code	105734L2
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of furniture in the retail industry. It covers the abilities to use good customer service and communication skills to identify the furniture after-sales service required by customers, and provide after-sales service to customers' satisfaction according to corporate guidelines.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the sale of furniture</p> <ul style="list-style-type: none"> • Understand the corporate policies and terms of after-sales service • Understand the customer relation and service skills and their importance • Master the scope of after-sales service provided by the organization, e.g.: <ul style="list-style-type: none"> • Delivery service • Consultation service • Goods return/replacement service • Installation/assembly service • Repair service • Possess basic knowledge of furniture, e.g.: <ul style="list-style-type: none"> • Design and structure of furniture • Characteristics of materials • Provision of the using method • Provision of the maintenance method for furniture, e.g. cleaning method • Understand the legislations and requirements related to occupational safety and health, including: <ul style="list-style-type: none"> • Personal and work safety, e.g. use of ladders, tools and electrical equipment • Manual handling operation <p>2. Provide furniture after-sales service</p> <ul style="list-style-type: none"> • Use good communication skills to provide furniture after-sales service for customers according to guidelines and procedures set by the organization, including: <ul style="list-style-type: none"> • Delivery and installation service <ul style="list-style-type: none"> • Coordinate with the customer to confirm the date of delivery and installation • Verify the delivery address and contact phone number • Prepare the delivery note and ensure that the information is correct • Arrange delivery and installation service according to the specified time • Goods return and replacement service <ul style="list-style-type: none"> • Explain in advance to the customer clearly and in detail the terms and rules set by the organization on product return and replacement, e.g. unused, packing intact, etc. • Check the condition of goods requested to be returned or replaced • Arrange the recall of goods returned or replaced • Accurately record the information of goods and save files • Furniture repair service <ul style="list-style-type: none"> • Set repair procedures • Arrange resident artisan to do the repair work • Correctly record the repair details and save files

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Durable Goods (Furniture)

Competency	3. Exhibit professionalism <ul style="list-style-type: none">Act in a professional manner and explain to customers clearly and in detail the terms and rules of the organization on after-sales service so as to protect the interests of both sides
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">Use good communication skills to identify the types of the furniture after-sales service required by customers, and provide quality after-sales service to them according to corporate guidelines and procedures so as to maintain a good corporate image.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Durable Goods (Furniture)

Title	Introduce platform flooring products
Code	105735L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of platform flooring products in the retail industry. It requires analysis, judgement and persuasiveness. It covers the abilities to introduce to customers the characteristics and advantages of the platform flooring products sold by the organization so as to stimulate their buying desire and facilitate transactions.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of platform flooring products</p> <ul style="list-style-type: none"> • Understand the organization's business strategies, including the sales targets set for the platform flooring products • Understand the information and characteristics of the platform flooring products sold by the organization, including: <ul style="list-style-type: none"> • Origin of products, their main suppliers and stability of supply • Types, colour, models and style of products • Whether the products are trendy and newly released • Features and effectiveness of products • Materials for manufacture and suitability of products • Cost prices and selling prices of products, and discount offers • Expected product life and noting points for flooring (e.g. whether environmental requirements are met and radioactive or harmful substances are contained) • Noting points for use of the product, e.g. anti-slippery and anti-smudge level • Noting points for maintenance of the product, e.g. use of floor wax and detergent • After-sales service provided by the organization • Master the techniques of communicating with customers and persuading them, including: <ul style="list-style-type: none"> • Basic knowledge of psychology and application of empathy • Promotion and customer relation skills • Understand the legislations, regulatory guidelines of the Government and other regulators (e.g. the Customs and Excise Department) related to platform flooring products, e.g. : <ul style="list-style-type: none"> • Trade Descriptions Ordinance (e.g. composition for manufacture) • Product Safety Ordinance (e.g. whether the product contains banned substances) • Pyramid Schemes Prohibition Ordinance (regulation on forms of selling)

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Durable Goods (Furniture)

Competency	<p>2. Introduce platform flooring products</p> <ul style="list-style-type: none"> • Use promotion and communication skills to introduce to customers the platform flooring products sold by the organization, including: <ul style="list-style-type: none"> • Introducing to customers the products which most suit their home/working environment • Introducing to customers the information, technical features and advantages of the products of the manufacturer in detail • Explaining to customers of the product terms provided by the manufacturer/organization • Providing customers with written documents stating the condition and warranty of the products (including additional period and coverage of maintenance) according to corporate policies if necessary • Introducing related products to customers and stimulating their buying desire • Answering the questions of customers, allaying their concerns and doubts about products and helping them make choices • Analyze and assess what platform flooring products are required by customers, including: <ul style="list-style-type: none"> • Calculating the area for flooring and quantity of products required by customers (including the quantity reserved for the damage during flooring according to corporate guidelines and the general standard of the trade) • Arranging on-site measurement of the area and environment survey if necessary • Calculating the expense for buying the products required by a customer and related items (flooring fee), and giving a quotation • Preparing the required documents and making arrangements for delivery and flooring after gaining the consent of a customer • Providing information related to the supply, transportation, delivery, installation and maintenance of products • Inform customers of the price and payment methods clearly, including: <ul style="list-style-type: none"> • Providing discount offers according to corporate guidelines so as to promote specified platform flooring products • Providing and explaining different types of payment methods to customers so as to respond to their needs • Providing and explaining to customers different types of maintenance services and payment methods (e.g. paying in advance or paying per use) • Providing customers with other information related to platform flooring products, e.g. problems possibly encountered during flooring, use and maintenance of different products, and the correct ways to handle them <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Promote products of the organization in a professional manner without exaggeration or misrepresentation
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Use promotion and communication skills and knowledge of platform flooring products to introduce and recommend to consumers the characteristics and advantages of the products sold by the organization so as to stimulate their buying desire and facilitate transactions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Durable Goods (Furniture)

Title	Introduce household decorations
Code	105736L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of household decorations in the retail industry. It requires analysis, judgement and persuasiveness. It covers the abilities to introduce to customers the characteristics and advantages of the household decorations (excluding decorative lighting) sold by the organization so as to stimulate their buying desire and facilitate transactions.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of household decorations</p> <ul style="list-style-type: none"> • Understand the organization’s business strategies, including the sales targets set for the household decorations • Understand the information and characteristics of the household decorations sold by the organization, including: <ul style="list-style-type: none"> • Origin of products, their main suppliers and stability of supply • Branding and design style of products • Whether the products are trendy and newly released • Types, colour and models of products • Features and effectiveness of products • Cost prices and selling prices of products, and discount offers • Materials for manufacture and suitability of products • Other household decorations to match with the product • Expected product life and Noting points for installation • Product safety, e.g. whether the material is inflammable • Concerns for environmental protection, e.g. whether the product is easily degradable • Noting points for use of the product, e.g. whether it is easily smudged • Noting points for maintenance of the product, e.g. whether it is easily discoloured; special requirements for use by children and the elderly • Whether the customer is allergic to product materials • After-sales service provided by the organization • Master the techniques of communicating with customers and persuading them, including: <ul style="list-style-type: none"> • Basic knowledge of psychology and application of empathy • Promotion and customer relation skills • Understand the legislations, regulation and guidelines of the Government and other regulators (e.g. the Customs and Excise Department) related to the promotion of household decorations, e.g. : <ul style="list-style-type: none"> • Trade Descriptions Ordinance (e.g. composition for manufacture) • Product Safety Ordinance (e.g. whether the product contains banned or harmful substances) • Pyramid Schemes Prohibition Ordinance (regulation on forms of selling)

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Durable Goods (Furniture)

Competency	<p>2. Introduce household decorations</p> <ul style="list-style-type: none"> • Use promotion and communication skills to introduce to customers the household decorations sold by the organization, including: <ul style="list-style-type: none"> • Introducing to customers the decorations which most suit their home environment and personal taste, e.g. : <ul style="list-style-type: none"> • Household furnishings • Covers, e.g. curtain or carpet • Utensils and ornaments in the kitchen and bathroom • Fittings and ornaments used on the sofa • Introduce to customers the information, technical features and advantages of the products of the manufacturer in detail • Informing customers of the product terms provided by the manufacturer • Providing customers with written documents stating the condition and warranty of the products (if applicable) • Introducing related products of the organization to customers actively and stimulating their buying desire • Answering the questions of customers, allaying their concerns and doubts about products and helping them make choices • Analyze and assess what decorations are required by customers, including: <ul style="list-style-type: none"> • Assessing the types and quantity of products required by customers • Leading customers to the display room to perform site and object observation • Calculating the expense for buying the products required by a customer and related items (installation fee), and giving a quotation • Preparing the required documents and making arrangements for delivery and installation after gaining the consent of a customer • Providing information related to the supply, transportation, delivery, installation and maintenance of products • Inform customers of the price and payment methods clearly, including: <ul style="list-style-type: none"> • Providing discount offers according to corporate guidelines so as to promote specified household decorations • Providing and explaining different types of payment methods to customers so as to respond to their needs • Providing and explaining to customers different types of maintenance services and payment methods (e.g. paying in advance or paying per use) • Providing customers with other information related to household decorations, e.g. problems possibly encountered during assembly, use and maintenance of different products, and the correct ways to handle them <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Make no exaggerated promotion when introducing household decorations
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Use promotion and customer relation skills and knowledge of household decorations to introduce and recommend to consumers the characteristics and advantages of the products sold by the organization so as to stimulate their buying desire and facilitate transactions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Durable Goods (Furniture)

Title	Manage the display of furniture
Code	105737L3
Range	This unit of competency (UoC) is applicable to staff responsible for the management of furniture display in the retail industry. It requires analysis and judgement. It covers the abilities to perform duties related to the management of furniture display and to support the smooth operation of the retail business of the organization.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of furniture display</p> <ul style="list-style-type: none"> • Understand the organization’s sales targets and business strategies set for furniture products • Understand the details of the furniture products sold by the organization, e.g. types, quality and coverage • Understand the details of the showroom of the organization, e.g. area and shape • Master the details of the furniture exhibition held by the organization, including: <ul style="list-style-type: none"> • Exhibition period • Exhibition theme • Target customers • Furniture and related products on display • Master the knowledge and skills of furniture management, e.g. : <ul style="list-style-type: none"> • Arrangement of storage location (warehouse of the supplier or warehouse/showroom of the organization) • Methods for assembly and disassembly of furniture products • Methods for the upkeep of furniture products in the warehouse and exhibition venue (take note of whether the products are breakable, easily discoloured or perishable) • Skills for matching different types of furniture products • Skills for introducing to customers the furniture products on display • Master the legal and regulatory requirements related to furniture products <ul style="list-style-type: none"> • Content of volatile organic compounds (VOC) in paint and furniture • Concerns for the safety of furniture products (e.g. designs of folding tables and chairs) • Requirements for children furniture (e.g. whether the size is appropriate; whether the product affects their sitting/sleeping posture or bone development) • Concerns for the environmental protection of furniture products (selected materials)

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Durable Goods (Furniture)

Competency	<p>2. Manage the display of furniture</p> <ul style="list-style-type: none"> • Make preparations for the furniture exhibition, including: <ul style="list-style-type: none"> • Accurately recording the information of the furniture items on display, the stock, the number of deliverables and the storage locations; save files properly • Confirming the theme for furniture display (e.g. Scandinavian sofa exhibition and children bed exhibition) • Obtaining the information of the exhibition venue and its related facilities • Gathering the manpower and material resources required • Compiling the list of furniture products (e.g. items, quantity and size) • Arranging the delivery of furniture to the exhibition venue and performing assembly • Delivering to the venue all the items required for exhibition, and performing the tasks of furnishing, assembly, hanging and posting (e.g. price lists, promotion slogans, barriers and signs for the visiting route) • Ensure that the furniture on display is maintained in good condition during the exhibition period, e.g. : <ul style="list-style-type: none"> • Arranging sufficient manpower for maintaining order in the exhibition venue and receiving visitors • Ensuring no damage to or theft of the furniture • Ensuring no moving or detachment of the furniture • Ensuring display arrangement compliance with safety standards • Ensuring no smudge or discolouration of the furniture • Ensuring no man-made interference (e.g. customers sit on the sofa/bed with the sign of “no trial”) • Take repair or remedial measures if the above-mentioned circumstances occur • Comply with the legal and regulatory requirements related to furniture display or exhibition venue • Perform the follow-up work after the furniture exhibition, including : <ul style="list-style-type: none"> • Counting the number of displayed furniture and ensuring no omissions • Arranging the disassembly of the furniture items and the return of them to the warehouse or the delivery of them to the specified location • Arranging the return of other exhibits to the warehouse/the delivery of them to the specified location or for disposal • Submitting to the higher level a report on the furniture exhibition and proposing improvements <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Comply with the Occupational Safety and Health Ordinance when managing furniture display and ensure safe execution of related work
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Perform duties related to the management of furniture display according to corporate guidelines so as to support the smooth operation of the retail business of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Durable Goods (Furniture)

Title	Arrange the exhibition items of the showroom
Code	105738L3
Range	This unit of competency (UoC) is applicable to staff responsible for showroom exhibitions in the retail industry. It requires analysis and judgement. It covers the abilities to arrange the exhibition items (e.g. furniture, electrical appliances and raised platform products) of the showroom properly so as to support the smooth operation of the exhibitions held by the organization.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of showroom exhibitions</p> <ul style="list-style-type: none"> • Understand the details and information of the products sold by the organization, e.g. : <ul style="list-style-type: none"> • Types of products (e.g. furniture, electrical appliances, raised platform products or other items) • Origin of products • Understand the details and procedures for arranging the exhibition items of the organization, e.g. : <ul style="list-style-type: none"> • Arrangements made before the use of products, e.g. laying work, installation and activation by power • Noting points for the use of products, e.g. they are breakable or inflammable; they require ventilation or moisture protection • Master the knowledge and skills for managing the exhibition items of the showroom <ul style="list-style-type: none"> • Information of the showroom (e.g. area, height, platform/wall material and water and power supply) and other facilities (including the showroom of the organization or rented/borrowed place) • Information of products (e.g. name, size, colour and weight) • Arrangements related to general storage locations, pickup procedures, packing and delivery of products • Characteristics of products, their maintenance methods and handling techniques • Master the skills for communicating with and coordinating the internal staff of the organization and outside bodies/outside • Understand the legal and regulatory requirements for display and exhibition, e.g. : <ul style="list-style-type: none"> • Occupational Safety and Health Ordinance, Chapter 509, Laws of Hong Kong • Labelling of displayed products (e.g. labels of dangerous goods) • Restrictions on the exhibition or display of prohibited goods, infringing items and indecent articles

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Durable Goods (Furniture)

Competency	<p>2. Arrange the exhibition items of the showroom</p> <ul style="list-style-type: none"> • Make preparations for the exhibition, including: <ul style="list-style-type: none"> • Confirming the location (including the showroom of the organization or rented/borrowed place) of the showroom in the exhibition, and the location of the booth assigned for the exhibition items • Confirming the schedule for the display of items, including the actual time for exhibition, the time for furnishing before the event and the time for disassembly and packing after the event • Confirming the list and quantity of exhibition items • Liaison and coordination work regarding the manpower for delivery, erecting, furnishing and cleaning • Make arrangements related to exhibition items when furnishing the showroom, including: <ul style="list-style-type: none"> • Arranging the delivery of the exhibition items to the showroom/exhibition venue • Erecting the exhibition platform or stand (if necessary) according to drawings • Furnishing the exhibition booth/shelf • Counting and checking all the exhibition items • Displaying the exhibition items as planned, including assembly or laying work • Ensuring that all the exhibition items (e.g. electrical appliances) work properly and are fit for trial (e.g. furniture products) • Perform the follow-up work during the exhibition period, including: <ul style="list-style-type: none"> • Monitoring whether there is a need to replace/replenish the products • Always taking note of whether related legal and regulatory requirements are met • Introducing or explaining to customers the items on display if necessary • Perform the follow-up work after the exhibition, including: <ul style="list-style-type: none"> • Arranging the return of the exhibition items to the specified location • Recounting and checking all the exhibition items • Making arrangements for the clearing and cleaning of the showroom/exhibition venue (if necessary) • Submitting to the higher level a report on the exhibition/display and propose improvements <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Comply with related legal and regulatory requirements when arranging the exhibition items of the showroom so as to ensure smooth operation of exhibitions
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Arrange properly the exhibition items (e.g. furniture, electrical appliances and raised platform products) of the showroom according to corporate guidelines and procedures so as to ensure smooth operation of exhibitions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Durable Goods (Furniture)

Title	Master the characteristics and selling points of furniture
Code	105739L4
Range	This unit of competency (UoC) is applicable to management staff in the retail industry. It requires analysis and judgement. It covers the abilities to focus on the major characteristics and selling points of the furniture products sold by the organization, to provide the sales plans with ideas which are creative and focus on the consumer mindset and goals so as to support the furniture retail business development of the organization.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the sale of furniture products</p> <ul style="list-style-type: none"> • Understand the latest trend and development potential of the products in the market • Master the expertise of marketing and sales promotion • Master the respective characteristics of the furniture products sold by the organization, e.g. : <ul style="list-style-type: none"> • Quality of products and materials • Attractiveness to customers, e.g. quality, appearance, design, functions and price • Maintenance of the products • Traits of the target customers, e.g. age, sex and occupation • Master the selling points of the organization's furniture products, e.g. : <ul style="list-style-type: none"> • Grade of the products, e.g. made locally/in Mainland China or imported from Europe • Whether the organization is the exclusive supplier of the furniture brand • Actual functions and uses • Resale or appreciation potential of the products, e.g. designer label • Enhancement of a customer's image or identity by consumption of the products • Understand the legal requirements and regulatory codes of the Government and regulators related to the sale of furniture products, e.g. : <ul style="list-style-type: none"> • Safety requirements, e.g. designs of folding tables • Raw material requirements, e.g. must not contain harmful substances • Other requirements, e.g. flammable or not

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Durable Goods (Furniture)

Competency	<p>2. Master the characteristics and selling points of furniture products</p> <ul style="list-style-type: none"> • Analyze the factors which affect the sale of furniture products, including: <ul style="list-style-type: none"> • Prices of products • The organization’s sales strategies set for the products • The latest development and demand of the market • Identify the selling points of furniture products, including: <ul style="list-style-type: none"> • Applying the expertise of marketing in creating unique image and major selling points for individual products, e.g. brand or trendy products • Suggesting appropriate marketing methods after considering the competitiveness and market position of the furniture • Make suggestions on the design of sales materials and promotional information, including: <ul style="list-style-type: none"> • Setting the marketing direction so as to present the selling points and values of the products • Drawing up the design of promotional materials so as to present and highlight the selling points of products • Ensuring that the sales plans focus on the consumer mindset and the needs of target groups of customers and are creative • Make suggestions on the sale of furniture products so as to support the sale, sourcing and launch of new items • Present to target groups of customers the benefits of buying the furniture products of the organization, e.g. : <ul style="list-style-type: none"> • Favourable prices • Quality assurance and novelty of design • Well-maintained supporting services for products • Well-maintained after-sales service <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the materials of the furniture products sold by the organization and their safety comply with related legislations and regulations
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to :</p> <ul style="list-style-type: none"> • Analyze and master the major characteristics and selling points of the furniture products sold by the organization; and • Focus on the major characteristics and selling points of the furniture products and provide the sales plans with ideas which are creative and cater to the mindset and needs of consumers.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Durable Goods (Furniture)

Title	Design the furniture showroom
Code	105740L5
Range	This unit of competency (UoC) is applicable to staff responsible for the formulation of policies in the retail industry. It requires planning, design and technical competence. It covers the abilities to use analytical and creative skills to design an appropriate showroom based on the characteristics of the furniture products sold by the organization so as to provide the venue for display and promotion.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the furniture showroom</p> <ul style="list-style-type: none"> • Understand the organization's sales targets and strategies set for furniture products • Understand the details of the furniture products sold by the organization, including: <ul style="list-style-type: none"> • Types and coverage of products • Materials for manufacture (e.g. wood, rattan, bamboo, fabric, plastics, glass, iron, steel, other metals or synthetic materials) • Origin of products (e.g. Europe, Mainland China or local) • Quality and grade of products • Characteristics and style of product design • Understand the organization's resources available for the furniture showroom, e.g. : <ul style="list-style-type: none"> • Venue (area and location) • Manpower and material resources • Period (e.g. whether there is a tenancy for the venue; length of tenancy) • Related facilities (e.g. water and power supply and transportation) • Master the trend and the latest development of the furniture market • Master the preferences and concerns of different customer groups • Master the basics of designing the furniture showroom, e.g. : <ul style="list-style-type: none"> • Methods for optimized utilization of space • Techniques for displaying and placing furniture (e.g. in a pleasing and attractive way or bringing out the design theme) • Techniques for presenting the design characteristics and quality of furniture • Skills for matching different furniture products (e.g. bed with bedside table and bedside lamp) • Skills for matching furniture with other equipment (e.g. colour, lighting, atmosphere and music) • Understand the legal and regulatory requirements for general exhibition venues (including furniture showroom), including: <ul style="list-style-type: none"> • Provision of fire escapes • Clear signs for entrance and exit • Installation of firefighting equipment

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Durable Goods (Furniture)

Competency	<p>2. Design the furniture showrooms</p> <ul style="list-style-type: none"> • Make preparations for the design of the furniture showroom, including: <ul style="list-style-type: none"> • Confirming with the higher level and the colleagues concerned the theme for the display of furniture, expected effects and the resources invested • Requesting accurate information of the showroom • Requesting the information of the furniture products to be displayed, e.g. types, quantity and sizes of products • Confirming the period for furniture display and whether any major festival is involved • Confirming the basic equipment of the furniture showroom and other support • Design the furniture showroom, including: <ul style="list-style-type: none"> • Formulating the layout of the showroom according to the information collected and the resources available, e.g. backdrop, position for the display of furniture and different combinations of furniture • Submitting the finalized design outline and sketch to the higher level and the colleagues concerned for discussion and confirmation • Introducing the design concept and implementation details to the person-in-charge of the showroom /the staff concerned • Arranging the delivery of the displayed furniture to the showroom if necessary • Arranging for the manpower to place the furniture and to furnish the showroom if necessary • Checking with the original design layout and sketch after the completion of the furnishing work • Perform the maintenance and upkeep of the furniture showroom, including: <ul style="list-style-type: none"> • Collecting the opinions and comments of customers and staff members on the current design during the operation period, e.g. listening to views, access to reports and site observation • Monitoring the operation and the utilization rate of the furniture showroom continuously • Reviewing the current design of the furniture showroom regularly and proposing improvements • Properly keeping the design outline and sketch of the furniture showroom for reference by the staff who will organize similar activities in the future <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Consider the vogue and market trend in designing the furniture showroom so that its design and product layout can stimulate the buying desire of customers
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Design an appropriate showroom based on the characteristics and selling points of the furniture products sold by the organization and provide the venue for display and promotion so as to draw the attention of customers, boost sales and support its retail business development.
Remark	

Units of Competency for Specific Product Knowledge

***-- Units of Competency for
Clothing and Footwear***

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Title	Dismantle clothing and footwear displays
Code	105741L1
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of clothing and footwear in the retail industry. It covers the abilities dismantle clothing and footwear displays (both inside the store and on the window) correctly and handle the related items properly according to the instructions of the higher level.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of dismantling displays</p> <ul style="list-style-type: none"> • Understand the corporate procedures and codes for clothing and footwear product display • Understand the correct steps of dismantling and keeping the clothing and footwear product displays and their importance, e.g.: <ul style="list-style-type: none"> • Correct way and purposes of labelling the displays and related items • Methods of packing and protecting the displays and their importance • Procedures for handling the displays, e.g. putting back on shelves or in the warehouse • Recording and filing procedures • Follow-up work for the product display location (both inside the store and the window) • Possess knowledge of materials for packing and protection, e.g.: <ul style="list-style-type: none"> • Types of material • Use and applicability of different materials • Know about occupational safety and health legislations and guidelines, e.g. personal and workplace safety codes, use of ladders and tools, and manual handling operation <p>2. Dismantle clothing and footwear displays</p> <ul style="list-style-type: none"> • Make preparations according to the instructions of the higher level, e.g.: <ul style="list-style-type: none"> • Confirm the dismantling sequence • Gather the required equipment and tools • Liaise relevant parties/departments, e.g. store manager, cleaning staff, electrician, transportation, etc. • Dismantle clothing and footwear displays under clear instruction, including: <ul style="list-style-type: none"> • Safely and completely dismantling the displays according to correct sequence and schedule • Using suitable materials to pack the displays • Correctly labelling and recording the dismantled displays, including their condition of being lost or damaged • Arranging the transportation and storage of the displays, e.g. putting back on the specified shelves for sale or in the warehouse for future use • Arranging the cleaning of the display location and tools

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Competency	3. Exhibit professionalism <ul style="list-style-type: none">Strictly follow related occupational safety codes when dismantling the displays to prevent accidents
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">Dismantle clothing and footwear displays safely according to corporate procedures and related codes of safety so as to avoid damaging the displays or causing accidents, andHandle the dismantled displays correctly according to the instructions of the higher level.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Title	Provide fitting service for customers
Code	105742L1
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of clothing in the retail industry. It covers the abilities to arrange fitting service for customers in day-to-day familiar working environment while protecting their personal privacy.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the sale of clothing</p> <ul style="list-style-type: none"> • Know about the organization’s customer service policy • Understand the organization’s procedures and working guidelines for providing fitting service, e.g.: <ul style="list-style-type: none"> • Queuing arrangement • Providing suitable size and changing the size of clothing • Measurement service, e.g. sleeve and trousers’ length, waist size, etc. • Alteration arrangement for clothing • Understand the corporate procedures and noting points for fitting room/area security, e.g. limit on the number of pieces, customer’s privacy, suspicious person, etc. • Understand the effect and importance of providing good fitting service on the sale of clothing • Understand the hygienic standards, day-to-day cleaning and maintenance procedures established by the organization for fitting room/area <p>2. Provide fitting service for customers</p> <ul style="list-style-type: none"> • Strictly follow corporate guidelines and working procedures in day-to-day operation of providing fitting service for customers, e.g.: <ul style="list-style-type: none"> • Take the initiative to understand whether the customer needs fitting service • Confirm the size required by the customer • Arrange and lead the customer to the fitting room/area • Follow up with the customer on the fitting result and arrange the customer to try another size if necessary • Accurately measure the size of clothes required to be altered according the customer’s requirement <ul style="list-style-type: none"> • Explain to the customer the measurement procedures • Keep yourself and the customer in a right posture and position • Confirm with the customer on the measurements for the alteration and make adjustment accordingly • Accurately record the result of measurement and customer’s basic information, and attach on the clothes • Properly pack the clothes to be altered • Collect and count the pieces of clothes returned when the customer leaves the fitting room/area • Assist to complete the transaction and inform the customer about the date of collecting the clothes • Putting the remaining clothes back to the specified place • Maintain the order of the fitting area, always keep the fitting room/area clean and tidy, and regularly check and repair the facilities e.g. door lock, door curtain, mirror, etc. in the fitting room/area according to corporate guidelines

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Always provide fitting service politely and patiently, and help customers select fitted clothes• Strictly follow corporate guidelines and procedures, and always be alert to shop thefts
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Provide fitting service for customers according to the organization's customer service guidelines and working procedures, and help customers select fitted clothes to their satisfaction;• Accurate measure the size to be altered and provide alteration service for customers; and• Always keep the fitting room/area clean and tidy and check the fitting room facilities regularly according to the organization's working guidelines.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Title	Perform the display of clothing and footwear at the store
Code	105743L2
Range	This unit of competency (UoC) is applicable to staff responsible for the display and sale of clothing and footwear in the retail industry. It covers the abilities to display the clothing and footwear products of the organization in a pleasing, attractive and prominent way according to the instructions of the higher level so as to boost sales.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the display of clothing and footwear</p> <ul style="list-style-type: none"> • Understand the details of the clothing and footwear sold by the organization, including: <ul style="list-style-type: none"> • Classification of clothing and footwear products, e.g. men's wear, women's wear or kid's wear • Different categories of clothing and footwear products, e.g. casual wear, sportswear and evening dress • Guidelines for pricing and price change (e.g. seasonal or trendy products) • Understand the essentials for proper display of clothing and footwear products on the shelf, including: <ul style="list-style-type: none"> • List of clothing and footwear sold by the organization and criteria for selection of products for display • Display location at the store, usable area and related equipment • Selling points of clothing and footwear and their relation to the promotion theme at the time • Turnover and replenishment of the stock • Know about the basics of fashion combinations, e.g. trend and colour coordination • Master the techniques for the display and promotion of clothing and footwear, including: <ul style="list-style-type: none"> • Skills for combination, e.g. matching footwear and fashion accessories with clothing; matching shape and colour • Techniques for the use of display props, e.g. mannequin and shelf • Attractiveness to different customer groups, e.g. fashion chasers or price-sensitive customers • Practices for product promotion • Understand the legislations and guidelines related to occupational safety and health, e.g. personal and workplace safety codes, use of ladders and tools, and manual handling operation

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Competency	<p>2. Perform the display of clothing and footwear at the store</p> <ul style="list-style-type: none"> • Prepare the clothing and footwear products to be displayed and the required equipment, including: <ul style="list-style-type: none"> • Gathering the products as instructed by the higher level and choosing the most attractive ones as samples for matching the theme or the promotion theme at the time • Gathering the tools and equipment required for the display of clothing and footwear • Identifying the requirements for the display of individual clothing and footwear products • Use product display techniques to show the clothing and footwear on the shelf for promotion and to stimulate buying desire, including: <ul style="list-style-type: none"> • Properly placing the products on a specified exhibition shelf or in a specified location • Ensuring that the condition of the products is fit for display • Ensuring that the products on display are safe to use, e.g. material and design • Ensuring that the overall display strikes a balance between diversity and attractiveness • Regularly replenishing and replacing the clothing and footwear on display • Handling the clothing and footwear on display (regularly or if necessary) to ensure tidiness and cleanliness • Regularly checking the props and equipment on display to ensure compliance with safety requirements • Display the prices, sizes and other required information of the clothing and footwear products properly, including: <ul style="list-style-type: none"> • Ensuring that the price tags and size labels of the clothing and footwear products are placed in a correct and conspicuous position • Ensuring the replacement of corresponding name tags/display labels when changing displayed clothing and footwear products or their prices • Ensuring that all the information shown is correct • Introduce to customers the displayed clothing and footwear products at the right time and answer their questions politely <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Perform store display in a professional manner and highlight the characteristics of products for stimulating the buying desire of customers
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Follow the instructions of the higher level and use product display techniques to show the clothing and footwear products of the organization in a pleasing, attractive and prominent way while matching the theme and the promotion theme at the time; and • Stimulate the buying desire of customers through proper display of clothing and footwear so as to boost sales.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Title	Perform the window display of clothing and footwear at the store
Code	105744L2
Range	This unit of competency (UoC) is applicable to staff responsible for the window display and sale of clothing and footwear in the retail industry. It covers the abilities to display in the store's window the clothing and footwear products of the organization in a pleasing, attractive and prominent way according to the instructions of the higher level so as to boost sales.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the display of clothing and footwear</p> <ul style="list-style-type: none"> • Understand the details of the clothing and footwear sold by the organization, including: <ul style="list-style-type: none"> • Classification of clothing and footwear products, e.g. men's wear, women's wear or kid's wear • Detailed categories of different clothing and footwear products, e.g. casual wear, sportswear and evening dress • Guidelines for pricing and price change (e.g. seasonal or trendy factors) • Understand the skills and essentials for window display, including: <ul style="list-style-type: none"> • List of clothing and footwear sold by the organization and criteria for selection of products for window display, e.g. trendy items, theme, promotional item, etc. • Location of the window, usable area and related equipment • Selling points of clothing and footwear and their relation to the promotion theme at the time • Lighting effect and colour coordination, e.g. day and night, sunlight and artificial lighting • Layout and method of window display • Master the techniques for the display and promotion of clothing and footwear, including: <ul style="list-style-type: none"> • Skills for combination, e.g. matching footwear and fashion accessories with clothing; matching shape and colour • Techniques for the use of display props, e.g. mannequin and shelf • Customers' buying mindset and behavior • Attractiveness to different customer groups, e.g. fashion chasers or price-sensitive customers • Practices for product promotion • Understand the legislations and guidelines related to occupational safety and health, e.g. personal and workplace safety codes, use of ladders and tools, and manual handling operation

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Competency	<p>2. Perform the window display of clothing and footwear at the store</p> <ul style="list-style-type: none"> • Prepare the clothing and footwear products for window display and the required equipment, including: <ul style="list-style-type: none"> • Gathering the products as instructed by the higher level and choosing the most attractive ones as samples • Gathering the tools and equipment required for the display of clothing and footwear • Identifying the requirements for the display of individual clothing and footwear products • Use product display techniques to show the clothing and footwear in the store's window for promotion and to stimulate buying desire, including: <ul style="list-style-type: none"> • Properly placing the products in a specified location of the store's window or on mannequins • Ensuring that the condition of the products is fit for display • Assisting the higher level in arranging licensed electricians to install required lighting equipment • Ensuring that the display strikes a balance between diversity and attractiveness • Regularly replacing the clothing and footwear on display • Handling the clothing and footwear on display (regularly or if necessary) to ensure tidiness and cleanliness • Regularly checking the props and equipment on display to ensure compliance with safety standards and requirements • Introduce to customers the displayed clothing and footwear products and answer their questions as far as possible <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Strictly follow the corporate procedures and related legal requirements when performing window to ensure safety
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Follow the instructions of the higher level and use product display techniques to show in the store's window the clothing and footwear products of the organization in a pleasing, attractive and prominent way; and • Stimulate the buying desire of customers through window display so as to boost sales.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Title	Arrange clothing and footwear display props
Code	105745L2
Range	This unit of competency (UoC) is applicable to staff responsible for clothing and footwear display in the retail industry. It covers the abilities to properly arrange the clothing and footwear product display props required under instruction to help achieve the set targets of product display so as to attract customers.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of display props</p> <ul style="list-style-type: none"> • Know about the corporate targets and strategies for clothing and footwear display • Understand basic skills of display and methods of creating atmosphere, e.g. lighting, colour, aroma, music, temperature, etc. • Know about the detail of clothing and footwear of the organization, e.g.: <ul style="list-style-type: none"> • Types and scope of products • Characteristics and selling points of products • Product brands and image • Possess the knowledge of display props, including: <ul style="list-style-type: none"> • Types of display props, e.g. display shelf/platform, model • Uses and effects of different types of props • Materials of different types of props and their properties, e.g. iron, aluminum, copper, plastic, etc. • Skills of matching different types of props • Skills of creating visual effect • Considerations and rules for selecting props, e.g. corporate/brand image, consumer's preference, limitation of the actual environment • Know about legal requirements and codes for occupational safety and health <p>2. Arrange clothing and footwear display props</p> <ul style="list-style-type: none"> • Make preparations under instruction according to the targets and effects required for the product display, including: <ul style="list-style-type: none"> • Assisting the selection of suitable display props and accessories • Confirming whether the props required are currently available or need to be made by order • Assisting the making of new props if necessary, including: designing and selecting materials, setting schedule, etc. • Making design model and contact relevant departments if the display design is complex • Arrange and assemble the display props according to corporate procedures and relevant codes of safety, e.g.: <ul style="list-style-type: none"> • Confirm with related parties/units (e.g. display designer, store manager, transportation, etc.) the timetable for the setup of props • Set up display props and equipment, e.g. shelf, hanger, mannequin, etc. • Check to ensure that the visual effect meets the preset design requirements • Check whether the display props are correctly and firmly installed • Arrange for cleaning of relevant location before placing the clothing and footwear displays

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Competency	3. Exhibit professionalism <ul style="list-style-type: none">Strictly follow the corporate guidelines and related codes of safety to ensure that the display props comply with the safety requirements and regulations
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">Properly arrange the clothing and footwear product display props required under instruction according to corporate procedures and display design targets so as to attract consumers.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Title	Introduce clothing and accessories
Code	105746L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of clothing and accessories in the retail industry. It covers the abilities to apply the knowledge of clothing and accessories to introduce to customers the characteristics and advantages of the clothing and accessories sold by the organization to facilitate transactions.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of clothing and accessories</p> <ul style="list-style-type: none">• Understand the organization's sales targets• Understand the importance of building good customer relations and the communication skills• Master the sales and persuasion skills• Understand customer's mindset and behavior in buying• Understand basic knowledge of clothing and matching techniques, including design, style, colour and fabric• Understand the types, materials and characteristics of clothing sold by the organization, including: women's wear, men's wear, sportswear, kid's wear, clothing for elderly, underwear, etc.• Understand the types and characteristics of accessories sold by the organization, e.g.:<ul style="list-style-type: none">• Scarf and hat• Necklace and bracelet• Handbag and wallet• Jewellery and watch• Know about the concept and effect of matching clothing with accessories

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Competency	<p>2. Introduce clothing and accessories</p> <ul style="list-style-type: none"> • Use good sales and communication skills to introduce to customers the clothing and accessories sold by the organization, including: <ul style="list-style-type: none"> • Understanding customers' specific requirements and purposes for buying the clothing, e.g. wearing occasion, brand, style, trend, price, seasonal factor, etc. • Enquiring or measuring the body size of customers (e.g. length of trousers, chest girth, waist girth and sleeve length) so as to introduce suitable clothing • Introducing suitable clothing to customers according to factors such as their characteristics of appearance (e.g. body proportion, complexion and hair style) and personal style • Introducing to customers the design characteristics, style and characteristics of materials • Arranging the customers for fitting • Explaining to customers details of the clothing (washing) labels and noting points provided by the manufacturer • Informing customers of the after-sales service provided by the organization, e.g. free/charged alteration service, goods return/refund/delivery arrangements or replacement service • Introducing other suitable matching products to customers, e.g. decorations and accessories, so as to optimize the effect of the clothing • Listening to the doubts and needs of customers carefully • Answering the questions of customers politely and helping them make choices • Provide discount offers according to corporate guidelines so as to promote specified clothing and accessories <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Always maintain the customer-oriented attitude and never use undesirable sales practices to promote products to customers
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Use communication skills to clearly understand customers' requirements on clothing and accessories so as to introduce suitable products to them and facilitate transactions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Title	Introduce footwear
Code	105747L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of footwear in the retail industry. It covers the abilities to apply the knowledge and sales skills of footwear products to introduce to customers the characteristics and advantages of the footwear sold by the organization to facilitate transactions.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of footwear products</p> <ul style="list-style-type: none">• Understand the organization's sales targets• Understand the importance of building good customer relations and the communication skills• Master the sales and persuasion skills• Understand the types and characteristics of footwear products sold by the organization, including:<ul style="list-style-type: none">• Product type, e.g. boots, sandals, leather shoes and sneakers• Materials used, e.g. leather, rubber, plastic and woven fabric• Different components, e.g. heel, pad, buckle, sole and frills• Footwear with special functions, e.g. ballet shoes, high-heeled shoes, soccer shoes, running shoes, anti-slip shoes and water boots• Other footwear-related products• Understand the size units and conversion of footwear, e.g. UK, US and European size units• Know about the use of general foot measuring tools

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Competency	<p>2. Introduce footwear products</p> <ul style="list-style-type: none"> • Use good sales and communication skills to introduce to customers the footwear products sold by the organization, including: <ul style="list-style-type: none"> • Listening to the needs of customers carefully • Understanding customers' specific requirements and purposes for buying the footwear products, e.g. wearing occasion, brand, purpose, trend, price, degree of comfort, etc. • Enquiring or using appropriate tools to measure the foot size of customers so as to introduce suitable footwear • Introducing suitable footwear to customers according to factors such as their characteristics of appearance (e.g. body height and foot shape), personal style and apparel • Introducing to customers the characteristics of design, structure and materials, special purpose and degree of comfort of the footwear • Arranging customers for fitting footwear <ul style="list-style-type: none"> • - Provide the footwear of the right size and right model • - Assist a customer to fit the footwear- • - Ask the opinions of the customer actively (e.g. degree of comfort, model and size) • - Provide the customer with other size or models of the footwear if necessary • Informing customers correctly of the daily cleaning and care of the footwear • Informing customers of the after-sales service provided by the organization, e.g. delivery, refund or replacement service • Introducing other matching products to customers, e.g. shoe pad • Answering the questions of customers correctly and helping them make choices • Providing discount offers flexibly according to corporate guidelines so as to promote specified footwear products or other related products <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Always maintain the customer-oriented attitude and never use undesirable sales practices to promote products to customers
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Use communication skills to clearly understand customers' requirements on footwear so as to introduce suitable products to them and facilitate transactions.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Title	Plan the display of clothing and footwear
Code	105748L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale and display of clothing and footwear in the retail industry. It requires analysis, judgement and organizational skills. It covers the abilities to use product display knowledge and techniques to formulate the display plans for attracting customers according to the characteristics of the clothing and footwear of the organization and its product display strategies so as to boost sales.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of product display</p> <ul style="list-style-type: none"> • Understand the organization's sales targets set for clothing and footwear • Understand the details of the clothing and footwear products sold by the organization, e.g. : <ul style="list-style-type: none"> • Types and coverage of products • Design characteristics, structure and features of products • Product materials and their characteristics • Place of production and manufacturer • Popularity of the product brand and its designer • Quality and grade of products • Other types of products which can be used together • Understand the organization's resources available for the display of clothing and footwear products, e.g. : <ul style="list-style-type: none"> • Venue (area and location) • Manpower and material resources • Period (e.g. length of tenancy and seasonal event) • Related facilities and props (e.g. electronic screen, shelf and mannequin) • Understand the basics of product display plans, e.g. : <ul style="list-style-type: none"> • Optimized utilization of space • Techniques for displaying and placing clothing and footwear (e.g. in a pleasing and attractive way or bringing out the design theme) • Techniques for presenting the design characteristics and quality of clothing and footwear • Skills for matching different types of clothing, footwear and other products • Skills for coordinating clothing and footwear with other facilities (e.g. temperature, colour, lighting, atmosphere and music) • Understand the legal and regulatory requirements related to product display and occupational safety and health, e.g. personal and workplace safety codes, use of ladders and tools, and manual handling operation

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Competency	<p>2. Plan the display of clothing and footwear</p> <ul style="list-style-type: none"> • Make preparations for the display design of clothing and footwear, including: <ul style="list-style-type: none"> • Confirming with the higher level and the colleagues concerned the details and promotion targets of the display of clothing and footwear <ul style="list-style-type: none"> • Display theme (e.g. seasonal event) • Expected effects (e.g. sales targets) • Resources available • Requesting store floor plan and identifying usable space for display • Analyzing and assessing the pattern of customer flow • Identifying the information of the clothing and footwear products to be displayed, e.g. types, brands and quantity • Confirming the display period and whether any festival activity is involved • Plan the display of clothing and footwear, including: <ul style="list-style-type: none"> • Formulating the display layout according to the information collected and the resources available, e.g. theme, backdrop, position for the display of clothing and footwear and different combinations • Identifying the equipment and support required for the display, e.g. shelf, hanger, mannequin, props and lighting • Identifying the manpower deployment and the roster • Submitting the finalized design outline and sketch to the higher level and the colleagues concerned for discussion and confirmation • Introducing the design concept and implementation details to the store person-in-charge/the staff concerned • Checking with the original design outline and sketch after the completion of the furnishing work. • Properly keeping the display plans and sketch for future reference <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Comply with related legal requirements and provisions when formulating display plans and ensure safe execution of the plans
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Formulate attractive display plans according to the characteristics and selling points of the clothing and footwear products of the organization and sales promotion targets so as to boost sales and support its retail business development.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Title	Identify and use display materials
Code	105749L3
Range	This unit of competency (UoC) is applicable to staff responsible for product display in the retail industry. It requires analysis and judgement. It covers the abilities to use product display skills to identify and use materials suitable for window or indoor display, so as to highlight the characteristics of products to meet the sales and promotion target.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of product display and related materials</p> <ul style="list-style-type: none"> • Understand the organization's product display strategies and guidelines for the use of materials • Master the concept and skills for product display • Master the characteristics of the organization's products and its target of publicity and promotion • Possess knowledge of display materials, including: <ul style="list-style-type: none"> • Nature and composition of different materials, e.g. dust proof, heavy duty, durable, etc. • Purposes and safe using methods of different materials, e.g. wooden rack, glass, plastic, fabric and paper products • Noting points for the selection of materials, e.g. environment of display (indoor/window), lighting and colour, environmental principles • Relationship between products and display materials, e.g.: <ul style="list-style-type: none"> • Display clothing and footwear products for display • Hanger and shelf unit • Display frame and platform • Model and mannequin • Understand legal requirements and regulations related to display materials, e.g.: <ul style="list-style-type: none"> • Fire Safety Ordinance • Occupational Safety and Health Ordinance • Understand the corporate procedures and rules for ordering materials, e.g.: quotation requirements and procedures for approving different amount of money

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Competency	<p>2. Identify and use display materials</p> <ul style="list-style-type: none">• Use product display knowledge and skills to identify and use suitable product display materials according to the display target, and the characteristics and selling points of products<ul style="list-style-type: none">• Understand the design and requirements for display of specified products, e.g. clothing and footwear• Confirm the types of display materials required for creating specified visual effect and prepare a material list, e.g.: hanging rack, shelving rack, box, plastic thread, needle, paper products, etc.• Check whether the condition of the materials is fit and safe for use and the quantity is enough• Order the required materials according to corporate procedures for ordering materials, e.g.: current or new supplier• Check regularly to see whether the display materials are firmly in place or have been damaged; strengthen or replace the materials accordingly to prevent accidents• Accurately record and properly file the information of display materials used according to corporate guidelines and procedures for future reference <p>3. Exhibit professionalism</p> <ul style="list-style-type: none">• Ensure that the display materials comply with the safety standards when using them
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none">• Use product display knowledge and skills to identify and use suitable display materials that meet the safety standards according to the design of display and the characteristics and selling points of the products so as to highlight the characteristics of the products and achieve the target of product display.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Title	Master the characteristics and selling points of clothing
Code	105750L4
Range	This unit of competency (UoC) is applicable to management staff in the retail industry. It requires analysis and judgement. It covers the abilities to focus on the major selling points of the clothing sold by the organization and to provide the sales plans with ideas which are creative and focus on the mindset and needs of consumers so as to support the retail business development of the organization.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the sale of clothing</p> <ul style="list-style-type: none"> • Understand the organization's sales targets and business strategies set for the clothing • Understand the fashion trend and market trend of clothing • Master the expertise of marketing and sales promotion • Master the respective characteristics of the clothing sold by the organization: <ul style="list-style-type: none"> • Quality of products • Attractiveness of products to customers, e.g. popularity of the brand/designer, appearance, material, texture or other factors • Traits of the products' target customers, e.g. age, sex, occupation and spending power • Master the selling points of the clothing sold by the organization, e.g. : <ul style="list-style-type: none"> • Grade of the products compared to those in the same category • Popularity of the designer and brand effect • Texture, place of production and design characteristics of the clothing • Relationship between the clothing and image, e.g. the occasion, cultural background, etc. • Understand the general and specific legal requirements and regulatory codes related to the sale of clothing

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Competency	<p>2. Master the characteristics and selling points of clothing</p> <ul style="list-style-type: none"> • Analyze the factors which affect the sale methods for clothing, including: <ul style="list-style-type: none"> • Popularity and style of the designer/brand • Selling points and prices of products • The organization’s sales strategies set for the products • Seasonal factor • Fashion trend • Identify the selling points of clothing, including: <ul style="list-style-type: none"> • Applying the expertise of marketing to mastering the characteristics of the clothing sold by the organization • Creating unique image and major selling points for individual products • Suggesting appropriate marketing methods after considering the competitiveness and market position of the products • Provide guidelines for the design of sales materials and promotional information, including: <ul style="list-style-type: none"> • Identifying the marketing direction so as to present the selling points and values of the products • Formulating the design of promotional materials so as to present and highlight the established selling points • Ensuring that the sales plans focus on the mindset of consumers and the needs of target groups of customers • Making suggestions on the sale of clothing so as to support the launch and sale of new items • Present to target groups of customers the benefits of buying the clothing of the organization, e.g. : <ul style="list-style-type: none"> • Characteristics of design • Preferential prices • Quality, reliability and stability of supply • Well-maintained sales supporting services • Well-maintained after-sales service <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Act in a professional way to ensure no exaggeration or misrepresentation made when promoting the characteristics and selling points of the clothing
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Analyze and master the characteristics and selling points of the clothing sold by the organization; and • Focus on the major selling points of the clothing sold by the organization and provide the sales plans with ideas which are creative and cater to the mindset and needs of consumers so as to support to the retail business development of the organization.
Remark	

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Title	Master the characteristics and selling points of footwear products
Code	105751L4
Range	This unit of competency (UoC) is applicable to management staff in the retail industry. It requires analysis and judgement. It covers the abilities to focus on the major selling points of the footwear products sold by the organization and to provide the sales plans with ideas which are creative and focus on the mindset and needs of consumers so as to support the retail business development of the organization.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the sale of footwear products</p> <ul style="list-style-type: none"> • Understand the organization's sales targets and business strategies set for the footwear products • Understand the market trend and development potential of footwear • Master the expertise of marketing and sales promotion • Master the respective characteristics of the footwear products sold by the organization: <ul style="list-style-type: none"> • Quality of products • Attractiveness of products to customers, e.g. popularity of the brand/designer, appearance, material, texture or price • Traits of the products' target customers, e.g. age, sex, occupation and spending power • Master the selling points of the footwear products sold by the organization, e.g. : <ul style="list-style-type: none"> • Grade of the products compared to those in the same category • Materials used (leather, water-proof material and etc.) • Functions and features of footwear, e.g. comfort, anti-skid design, correction of foot posture and improved foot care • Footwear design, e.g. style, form, shape, colour and trend • Understand the legal requirements and regulatory codes related to the sale of footwear products

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge - Clothing and Footwear

Competency	<p>2. Master the characteristics and selling points of footwear products</p> <ul style="list-style-type: none"> • Analyze the factors which affect the sale methods for footwear products, including: <ul style="list-style-type: none"> • Selling points and prices of products • The organization’s sales strategies set for the products • Trend movement • Seasonal factor • Identify the selling points of footwear products, including: <ul style="list-style-type: none"> • Applying the expertise of marketing to mastering the characteristics of the footwear products sold by the organization • Creating unique image and major selling points for individual products • Suggesting appropriate marketing methods after considering the competitiveness and market position of the products • Provide guidelines for the design of sales materials and promotional information, including: <ul style="list-style-type: none"> • Identifying the marketing direction so as to present the selling points and values of the products • Formulating the design of promotional materials so as to present and highlight the established selling points • Ensuring that the sales plans focus on the mindset of consumers and the needs of target groups of customers • Making suggestions on the sale of footwear products so as to support the launch and sale of new items • Present to target groups of customers the benefits of buying the footwear products of the organization, e.g. : <ul style="list-style-type: none"> • Preferential prices • Quality, reliability and stability of supply • Well-maintained sales supporting services • Well-maintained after-sales service <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Act in a professional way to ensure no exaggeration or misrepresentation made when promoting the characteristics and selling points of the footwear products
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Analyze and master the characteristics and selling points of the footwear products sold by the organization; and • Focus on the major selling points of the footwear products sold by the organization and provide the sales plans with ideas which are creative and cater to the mindset and needs of consumers so as to support the retail business development of the organization.
Remark	

Generic Level Descriptors

Level	Knowledge & Intellectual Skills	Processes	Application, Autonomy & Accountability	Communications, IT & Numeracy
1	<ul style="list-style-type: none"> - Employ recall and demonstrate elementary comprehension in a narrow range of areas with dependency on ideas of others - Exercise basic skills - Receive and pass on information - Use, under supervision or prompting, basic tools and materials. - Apply learnt responses to solve problems - Operate in familiar, personal and/or everyday contexts - Take some account, with prompting, of identified consequences of actions. 	<ul style="list-style-type: none"> - Operate mainly in closely defined and highly structured contexts - Carry out processes that are repetitive and predictable - Undertake the performance of clearly defined tasks - Assume a strictly limited range of roles. 	<ul style="list-style-type: none"> - The ability to perform tasks of routine and repetitive nature given clear direction - Carry out directed activity under close supervision - Rely entirely on external monitoring of output and quality 	<ul style="list-style-type: none"> - Use very simple skills with assistance — for example: - Take some part in discussions about straightforward subjects - Read and identify the main points and ideas from documents about straightforward subjects - Produce and respond to a limited range of simple, written and oral communications, in familiar/routine contexts - Carry out a limited range of simple tasks to process data and access information - Use a limited range of very simple and familiar numerical and pictorial data - Carry out calculations, using whole numbers and simple decimals to given levels of accuracy.

Generic Level Descriptors

Level	Knowledge & Intellectual Skills	Processes	Application, Autonomy & Accountability	Communications, IT & Numeracy
2	<ul style="list-style-type: none"> - Apply knowledge based on an underpinning comprehension in a selected number of areas - Make comparisons with some valuation and interpret available information - Apply basic tools and materials and use rehearsed stages for solving problems. - Operate in familiar, personal and/or everyday contexts - Take account the identified consequences of actions. 	<ul style="list-style-type: none"> - Choose from a range of procedures performed in a number of contexts, a few of which may be non-routine - Co-ordinate with others to achieve common goals. 	<ul style="list-style-type: none"> - The ability to perform a range of tasks in predictable and structured contexts - Undertake directed activity with a degree of autonomy - Achieve outcomes within time constraints - Accept defined responsibility for quantity and quality of output subject to external quality checking. 	<ul style="list-style-type: none"> - Use skills with some assistance—for example: - Take active part in discussions about identified subjects - Identify the main points and ideas from documents and reproduce them in other contexts - Produce and respond to a specified range of written and oral communications, in familiar/routine contexts - Carry out a defined range of tasks to process data and access information - Use a limited range of familiar numerical and graphical data in everyday contexts - Carry out calculations, using percentages and graphical data to given levels of accuracy.

Generic Level Descriptors

Level	Knowledge & Intellectual Skills	Processes	Application, Autonomy & Accountability	Communications, IT & Numeracy
3	<ul style="list-style-type: none"> - Apply knowledge and skills in a range of activities, demonstrating comprehension of relevant theories - Access, organize and evaluate information independently and make reasoned judgements in relation to a subject or discipline - Employ a range of responses to well defined, but sometimes unfamiliar or unpredictable, problems - Make generalizations and predictions in familiar contexts. 	<ul style="list-style-type: none"> - Operate in a variety of familiar and some unfamiliar contexts, using a known range of technical or learning skills - Select from a considerable choice of predetermined procedures - Give presentations to an audience 	<ul style="list-style-type: none"> - The ability to perform tasks in a broad range of predictable and structured contexts which may also involve some non-routine activities requiring a degree of individual responsibility - Engage in self-directed activity with guidance/evaluation - Accept responsibility for quantity and quality of output - Accept well defined but limited responsibility for the quantity and quality of the output of others 	<ul style="list-style-type: none"> - Use a wide range of largely routine and well practiced skills — for example: - Produce and respond to detailed and complex written and oral communication in familiar contexts, and use a suitable structure and style when writing extended documents. - Select and use standard applications to obtain, process and combine information - Use a wide range of numerical and graphical data in routine contexts, which may have some non-routine elements.

Generic Level Descriptors				
Level	Knowledge & Intellectual Skills	Processes	Application, Autonomy & Accountability	Communications, IT & Numeracy
4	<ul style="list-style-type: none"> - Develop a rigorous approach to the acquisition of a broad knowledge base, with some specialist knowledge in selected areas - Present and evaluate information, using it to plan and develop investigative strategies - Deal with well defined issues within largely familiar contexts, but extend this to some unfamiliar problems - Employ a range of specialised skills and approaches to generate a range of responses. 	<ul style="list-style-type: none"> - Operate in a range of varied and specific contexts involving some creative and non-routine activities - Exercise appropriate judgement in planning, selecting or presenting information, methods or resources - Carry out routine lines of enquiry, development of investigation into professional level issues and problems. 	<ul style="list-style-type: none"> - The ability to perform skilled tasks requiring some discretion and judgement, and undertake a supervisory role - Undertake self-directed and a some directive activity - Operate within broad general guidelines or functions - Take responsibility for the nature and quantity of own outputs - Meet specified quality standards - Accept some responsibility for the quantity and quality of the output of others. 	<ul style="list-style-type: none"> - Use a wide range of routine skills and some advanced skills associated with the subject/discipline — for example: - Present using a range of techniques to engage the audience in both familiar and some new contexts - Read and synthesize extended information from subject documents; organize information coherently, convey complex ideas in well-structured form - Use a range of IT applications to support and enhance work - Plan approaches to obtaining and using information, choose appropriate methods and data to justify results & choices - Carry out multi-stage calculations.

Generic Level Descriptors

Level	Knowledge & Intellectual Skills	Processes	Application, Autonomy & Accountability	Communications, IT & Numeracy
5	<ul style="list-style-type: none"> - Generate ideas through the analysis of abstract information and concepts - Command wide ranging, specialized technical, creative and/or conceptual skills - Identify and analyse both routine and abstract professional problems and issues, and formulate evidence-based responses - Analyse, reformat and evaluate a wide range of information - Critically analyse, evaluate and/or synthesize ideas, concepts, information and issues - Draw on a range of sources in making judgments. 	<ul style="list-style-type: none"> - Utilise diagnostic and creative skills in a range of technical, professional or management functions - Exercise appropriate judgement in planning, design, technical and/or supervisory functions related to products, services, operations or processes. 	<ul style="list-style-type: none"> - Perform tasks involving planning, design, and technical skills, and involving some management functions - Accept responsibility and accountability within broad parameters for determining and achieving personal and/or group outcomes - Work under the mentoring of senior qualified practitioners - Deal with ethical issues, seeking guidance of others where appropriate. 	<ul style="list-style-type: none"> - Use a range of routine skills and some advanced and specialized skills in support of established practices in a subject/discipline, for example: - Make formal and informal presentations on standard/mainstream topics in the subject/discipline to a range of audiences - Participate in group discussions about complex subjects; create opportunities for others to contribute - Use a range of IT applications to support and enhance work - Interpret, use and evaluate numerical and graphical data to achieve goals/targets.

Generic Level Descriptors				
Level	Knowledge & Intellectual Skills	Processes	Application, Autonomy & Accountability	Communications, IT & Numeracy
6	<ul style="list-style-type: none"> - Critically review, consolidate, and extend a systematic, coherent body of knowledge - Utilise highly specialised technical research or scholastic skills across an area of study - Critically evaluate new information, concepts and evidence from a range of sources and develop creative responses - Critically review, consolidate and extend knowledge, skills practices and thinking in a subject/discipline - Deal with complex issues and make informed judgements in the absence of complete or consistent data/information. 	<ul style="list-style-type: none"> - Transfer and apply diagnostic and creative skills in a range of situations - Exercise appropriate judgement in complex planning, design, technical and/or management functions related to products, services operations or processes, including resourcing and evaluation - Conduct research, and/or advanced technical or professional activity - Design and apply appropriate research methodologies. 	<ul style="list-style-type: none"> - Apply knowledge and skills in a broad range of professional work activities - Practice significant autonomy in determining and achieving personal and/or group outcomes - Accept accountability in related decision making including use of supervision - Demonstrate leadership and /or make an identifiable contribution to change and development. 	<ul style="list-style-type: none"> - Communicate, using appropriate methods, to a range of audiences including peers, senior colleagues, specialists - Use a wide range of software to support and enhance work; identify refinements to existing software to increase effectiveness or specify new software - Undertake critical evaluations of a wide range of numerical and graphical data, and use calculations at various stages of the work.

Generic Level Descriptors

Level	Knowledge & Intellectual Skills	Processes	Application, Autonomy & Accountability	Communications, IT & Numeracy
7	<ul style="list-style-type: none"> - Demonstrate and work with a critical overview of a subject or discipline, including an evaluative understanding of principal theories and concepts, and of its broad relationships with other disciplines - Identify, conceptualise and offer original and creative insights into new, complex and abstract ideas and information - Deal with very complex and/or new issues and make informed judgements in the absence of complete or consistent data/information - Make a significant and original contribution to a specialised field of inquiry, or to broader interdisciplinary relationships. 	<ul style="list-style-type: none"> - Demonstrate command of research and methodological issues and engage in critical dialogue - Develop creative and original responses to problems and issues in the context of new circumstances. 	<ul style="list-style-type: none"> - Apply knowledge and skills in a broad range of complex and professional work activities, including new and unforeseen circumstances - Demonstrate leadership and originality in tackling and solving problems - Accept accountability in related decision making - High degree of autonomy, with full responsibility for own work, and significant responsibility for others - Deal with complex ethical and professional issues. 	<ul style="list-style-type: none"> - Strategically use communication skills, adapting context and purpose to a range of audiences - Communicate at the standard of published academic work and/or critical dialogue - Monitor, review and reflect on own work and skill development, and change and adapt in the light of new demands - Use a range of software and specify software requirements to enhance work, anticipating future requirements - Critically evaluate numerical and graphical data, and employ such data extensively.

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