Specification of Competency Standards
for the Retail
Unit of Competency

Functional Area - Information Technology

Title	Manage online brands
Code	111404L3
Range	This unit of competency (UoC) is applicable to staff responsible for website operation in the retail industry. Practitioners have the ability to effectively manage the organisation's online brand products in accordance with the established goals of the organisation in order to retain existing customers, attract new customer source and explore potential customers.
Level	3
Credit	6

Competency	**Performance Requirements**
	
	1. Understand the knowledge of online brands
	• Master the established online sales strategies of the organisation
	• Understand details of the organisation's online business platform and its operation procedures
	• Master different forms of brands owned by the organisation (e.g. product brands, corporate brands, brands of suppliers, registered trademarks, registered brands, intellectual properties)
	• Understand characteristics of online operation (e.g. construction of website, online domain and domain name, search engine)
	• Understand general brand management strategies, e.g.:
	  • 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
	2. Manage online brands
	• Manage the organisation's online brand products according to the organisation's goals and strategies, e.g.:
	  • Assess the actual value of the brand products
	  • Determine the way of promoting the brand products online
	  • Judge online customers' attitude towards the brands
	  • Judge the comparative advantages of the organisation'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 optimise the value of online brand products, e.g.:
	  • 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 optimise online brands, e.g.:
	    • 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 3. Exhibit professionalism - Adhere to government ordinances that monitor and regulate online business, ensuring no tolerance for any form of cheating and malpractice
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: - Manage the organisation's online brand products according to the established goals of the organisation; and - Align with the organisation's retail business development by online brand product management.
Remark	This UoC is adopted from 105093L3.