



Australian Government

Department of Education, Employment and Workplace Relations

SIRXEBS002A Manage retail brands online

Revision Number: 2

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Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
Second Release	Editorial updates

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to protect and build brand value in an online environment.

Application of the Unit

This unit applies to team members who assess brand value and predict market trends to develop realistic plans for achieving online brand positioning, and apply monitoring processes and mechanisms to review and improve brand protection and value over time.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element

Performance Criteria

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

1. Manage retail brands online.

- 1.1. Establish strategic fit of brand ***online features*** with business purpose.
- 1.2. Integrate online and other ***brand management strategies***.
- 1.3. Determine ***online consumer*** attitudes to ***brand***.
- 1.4. Determine comparative advantage of brand over competitors in an online environment.
- 1.5. Determine methods to ***communicate*** the brand in an online form.
- 1.6. Structure brand ***online presence*** for optimal results.
- 1.7. Assess online mechanisms and channels for impact on brand.
- 1.8. Determine additional ***brand features*** created by an online presence.
- 1.9. Determine brand value.
- 1.10. Set indicators for measuring ongoing brand value and success.

2. Enhance online brand value.

- 2.1. Collect diagnostic data to support the management of brand loyalty and customer behaviour.
- 2.2. Integrate online brand management with advertising and promotional activities.
- 2.3. Determine ***legal requirements*** for brand ownership and protection in the online environment.
- 2.4. Protect ***intellectual property*** associated with brand across all online ***jurisdictions***.
- 2.5. Identify international jurisdictions and provisions that limit brand protection.
- 2.6. Ensure ***joint branding agreements*** with other organisations comply with brand protection protocols.
- 2.7. Extend brand value through online deployment strategies.

Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

Required skills

- literacy and numeracy skills to collect and analyse data
- planning and management skills to:
 - apply goal-setting, prediction of trends, coordination and development of brand value
 - plan and organise activities to ensure brand-enhanced sales of online products or services
 - achieve sustainable brand positioning
 - build online brand features consistent with business needs and direction
 - set ongoing measure for brand value and strategic success
- devise online brand promotional strategies
- analytical skills to:
 - determine relationship between brand and sales or service objectives
 - compare review of online brands with competitors
 - measure trends and their impact on brands
 - identify and determine the impact of online applications and technology on brand communication and management

Required knowledge

- brand value and brand penetration in online marketplaces
- range of enterprise products and services
- comparative features and advantages of online brands
- online market share and current performance
- impact of web design, presence and domain name on online brand management
- enterprise technology
- factors limiting the success of sales strategies
- relevant commercial law and legislation
- techniques and procedures for researching and analysing brand equity and customer value
- team leaderships and collaborative techniques
- approval processes and key personnel
- relevant intellectual property and standards organisations (governing world wide web activities)
- relevant legislation

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- identifies and accesses reliable and current information from existing documents (electronic and written) to assess brand value and predict market trends
- demonstrates cross-alignment of online brand management strategies and key performance indicators with strategic, marketing and business plans
- develops monitoring processes and mechanisms to measure online brand effectiveness, especially with customers
- uses collaborative and consultative processes for management of a retail brand within or external to an organisation in an online environment
- develops realistic plans for achieving online brand positioning
- evidence of ongoing measurement, review and improvement to brand protection and value over time
- evidence of knowledge and understanding of the implications for brand protection when trading online.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- relevant documentation, such as:
 - legislation and statutory requirements
 - industry codes of practice
 - information and performance data on existing business model and IT infrastructure
- information on:
 - markets
 - competitors
 - products and services
 - suppliers
 - new technology.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples

are appropriate for this unit:

- observation of performance in the workplace
- a role play
- a detailed case study
- third-party reports from a supervisor
- customer feedback
- written or verbal questioning to assess knowledge and understanding
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

- Consideration of ***online features*** may include:
- construction of website
 - domain presence and name
 - search engines.
- Brand management strategies*** may include:
- retention campaigns and programs
 - resource planning
 - sales strategies
 - pricing strategies
 - promotion and distribution strategies
 - retention and loyalty programs
 - web search and access relationships
 - assessment of competitor activities
 - response to online customer preferences and buying behaviours.
- Online consumers*** may include:
- new or repeat contacts
 - internal and external contacts
 - customers with routine or special requests
 - people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities
 - business customers or individuals
 - domestic or international customers.
- Brand*** may include:
- product brands
 - company brands
 - supplier brands
 - registered trade marks
 - registered brands
 - intellectual property.
- Methods to communicate*** may include:
- interactive web content
 - web search and access relationships
 - advertising banners and links.
- Online presence*** may include:
- website
 - advertising banners
 - web search and access relationships
 - referring links
 - email.
- Additional brand features*** may
- best prices
 - exclusive offers

include:

- range
- unique features (only available online)
- early access (fashion or trends)
- logistics (doorstep delivery)
- personal rewards.

Brand value may involve interactions between:

- trade marks and registered business names
- internal or external use
- concept of equity or value or superior value for customers, shareholders and employees.

Legal requirements may include:

- Trade Practices and Fair Trading Acts
- tobacco laws
- liquor laws
- lottery legislation
- industry codes of practice
- sale of second-hand goods
- sale of X and R rated products
- transport, storage and handling of goods
- customs, import and export regulations.

Intellectual property associated with online brand management may include:

- website
- domain name
- brand features
- associated customer or market information.

Jurisdictions may include:

- national and international agencies
- legislative
- legal
- cultural
- online systems internal and external to the organisation.

Joint branding agreements will vary based on:

- product range, line, or category performance requirements
- objectives such as those for price, profit, brand share and market share
- due diligence requirements
- value for money
- risk sharing
- market position
- planning cycles and timing
- cost and price analysis
- agreed terms and conditions
- intellectual property and technology rights
- value management
- continuous improvement

- supply chain management
- infrastructural and capital outlay requirements
- organisational systems integration and compatibility.

Unit Sector(s)

Cross-Sector

Competency field

E-Business