

# Open Awards Qualification Unit



This unit forms part of a regulated qualification. Click [here](#) to view qualifications.

## 1 Unit Details

Unit Title:	Creating an Online Presence for your Business
Unit Reference Number:	H/507/5387
Level:	Level 2
Credit Value:	2
Minimum GLH:	20

## 2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Know how to build a website for the business	1.1 Describe the tools required
	1.2 Describe the options available to develop an e-commerce shop
	1.3 Describe the reasons why customers will buy from a website platform
	1.4 Identify an online business presence
2. Know customer expectations for the online experience	2.1 Outline the need to make the online customer experience desirable
	2.2 Outline ways to deliver excellent customer service
3. Understand the range of online options suitable for the business	3.1 Identify the most suitable options for the business
	3.2 Describe the benefits of multi-channel trading
4. Plan a successful launch online	4.1 Illustrate the processes involved to get the business online