

**Specification of Competency Standards**  
**for the Import and Export Industry**  
**Unit of Competency**

Functional Area - Digital Marketing

Title	Formulate cross-border e-commerce marketing strategies
Code	110970L6
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for developing cross-border e-commerce marketing strategies.
Level	6
Credit	8
Competency	<p>Performance Requirements</p> <p>1. Possess basic knowledge of import and export e-commerce</p> <ul style="list-style-type: none"> <li>• Identify types of existing e-commerce platforms</li> <li>• Identify general e-commerce operating model to develop applicable solutions for enterprise</li> <li>• Examine cross-border logistics operations in import and export e-commerce</li> <li>• Examine current warehousing and cross-border logistics arrangements for enterprise</li> <li>• Examine cross-border e-commerce policies and regulations</li> </ul> <p>2.2.1 Develop cross-border e-commerce marketing strategies</p> <ul style="list-style-type: none"> <li>• Research the feasibility of enterprise developing cross-border e-commerce</li> <li>• Research consumer cultures, festival cultures, etc. of the target markets to develop marketing strategies</li> <li>• Evaluate the impact of cross-border e-commerce policies and regulations on marketing in the target markets</li> <li>• Examine tax regulations in the target markets to reduce tax risks and costs</li> <li>• Develop suitable cross-border e-commerce models according to the enterprise's procurement and sales channels</li> <li>• Develop promotion strategies for the target markets</li> </ul> <p>2.2.2 Review the enterprise's cross-border e-commerce strategies</p> <ul style="list-style-type: none"> <li>• Review the target market policies on cross-border e-commerce regularly</li> <li>• Analyse cross-border marketing data comprehensively</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Adjust marketing strategies according to the latest cross-border e-commerce policies in the market</li> <li>• Monitor and evaluate the performance of cross-border e-commerce strategies based on cross-border marketing data</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable of formulating marketing strategies for cross-border e-commerce</li> <li>• Capable of reviewing strategies and adjust marketing plans regularly</li> </ul>
Remark	----