

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

Functional Area - Digital Marketing

Title	Formulate strategies for entering products into the e-commerce market
Code	110971L6
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for developing strategies for products to enter the e-commerce market.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge of product entry into e-commerce markets</p> <ul style="list-style-type: none"> • Integrate knowledge of digital marketing • Examine e-commerce-related regulations • Analyse the product's main competitors to establish target customer groups and product positioning • Analyse the consumption patterns of target customers to develop marketing plans • Examine the conditions and effectiveness of product entry into e-commerce markets to develop product strategies <p>2. Develop product entry strategies for e-commerce markets</p> <ul style="list-style-type: none"> • Evaluate the positioning of the product in e-commerce markets • Analyse the competitiveness of the product and potential customer demand • Establish clear market objectives • Develop appropriate market strategies based on the needs of target customers • Select appropriate e-commerce platforms based on the product's characteristics • Review the effectiveness of product entry into e-commerce markets <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Analyse market changes to adjust long-term market development strategies
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of develop strategies for introducing products into the e-commerce market • Capable of reviewing the effectiveness of introducing products into the e-commerce market and adjusting long-term market development strategies
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