

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

Functional Area - Operations Management and Planning

Title	Identify cross-border e-commerce business opportunities
Code	110976L5
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for identifying potential e-commerce markets and developing cross-border e-commerce business opportunities.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge of cross-border e-commerce</p> <ul style="list-style-type: none"> • Examine the operational process of e-commerce • Examine the relevant regulations related to cross-border e-commerce <p>2.2.1 Evaluate the effectiveness of enterprise development in cross-border e-commerce</p> <ul style="list-style-type: none"> • Evaluate whether products are suitable for launching in the cross-border e-commerce markets • Plan product strategies and evaluate resource allocation for enterprise development in e-commerce • Evaluate and analyse trends in competitors' e-commerce development in the market • Develop potential e-commerce markets • Collect e-commerce market data for performance analysis <p>2.2.2 Evaluate the potential of e-commerce markets</p> <ul style="list-style-type: none"> • Budget for sales volume, total revenue, and total costs • Calculate the profit potential of a single market <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Develop potential e-commerce markets according to enterprise development needs in cross-border e-commerce
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of analysing the development trends and business opportunities of cross-border e-commerce markets • Capable of evaluating the feasibility of entering the cross-border e-commerce markets
Remark	This UoC is adopted from the Import and Export Industry UoC 105331L5