

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

Functional Area - Operations Management and Planning

Title	Formulate competitive strategies for products in e-commerce
Code	110980L6
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for developing e-commerce competitive strategies, including means to achieve the enterprise's vision and goals.
Level	6
Credit	8
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge of competitive strategy</p> <ul style="list-style-type: none"> • Integrate the knowledge of developing e-commerce competitive strategies to develop competitive strategies • Integrate knowledge of the e-commerce market to analyse the development trends of the e-commerce market <p>2.2.1 Evaluate the e-commerce competitive conditions of the enterprise</p> <ul style="list-style-type: none"> • Evaluate the competitive situation in the e-commerce market • Evaluate the opportunities and threats faced by the enterprise to construct e-commerce competitive strategies <p>2.2.2 Develop enterprise e-commerce competitive strategies</p> <ul style="list-style-type: none"> • Establish e-commerce competitive strategy goals for the enterprise • Monitor the dynamics of competitors and adjust strategies in a timely manner • Review e-commerce talent training strategies and make appropriate adjustments according to market development trends • Use technology to optimise products and internal processes • Allocate resources based on the enterprise's e-commerce development vision • Establish performance indicators, review the effectiveness of the strategy, and make appropriate adjustments <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Adjust enterprise e-commerce competitive strategies according to market trends and strategy effectiveness
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of identifying conditions that impact the e-commerce competitiveness of the enterprise • Capable of formulating e-commerce competitive strategies according to the enterprise's development goals • Capable of reviewing the effectiveness of e-commerce competitive strategies and making adjustments
Remark	This UoC is adopted from the Import and Export Industry UoC 105351L6