

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

Functional Area - Digital Marketing

Title	Evaluate the acceptance level of products in the e-commerce market and make sales forecasts
Code	110989L5
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for investigating the acceptance level of products in the e-commerce market and forecasting product sales.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge of market and product sales forecasting</p> <ul style="list-style-type: none"> • Analyse the current size of the e-commerce market and the distribution of potential online consumers to evaluate market's acceptance level • Analyse the segmentation of the e-commerce market to develop product strategies • Examine the process of introducing products to the e-commerce market to adjust management strategies • Examine tools analysing product effectiveness to develop product strategies <p>2.2.1 Evaluate the acceptance level of products in the e-commerce market</p> <ul style="list-style-type: none"> • Analyse the demand for products among target customers and estimate their acceptance level • Compare the sales of similar products from existing competitors <p>2.2.2 Forecast e-commerce market sales</p> <ul style="list-style-type: none"> • Collect market data and analyse the product's market share in the e-commerce market • Develop expected marketing goals based on the size of the e-commerce market • Evaluate the expected sales in the e-commerce market • Develop sales financial budgets • Budget e-commerce market promotion expenses <p>2.2.3 Evaluate sales performance</p> <ul style="list-style-type: none"> • Analyse sales data and compare actual sales with the sales goals to identify the source of any discrepancies • Analyse the source of discrepancies and adjust sales activity strategies based on the results <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Analyse market changes and adjust sales activity strategies in a timely manner
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of estimating the market's acceptance level of products • Capable of gathering market data, estimating market size and sales revenue • Capable of evaluating sales performance, analysing the sources of discrepancies, and adjusting sales activity strategies
Remark	---- _