

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

Functional Area - Digital Marketing

Title	Formulate e-commerce strategies
Code	110990L6
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for applying information technology experience to develop application strategies in e-commerce.
Level	6
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge of e-commerce</p> <ul style="list-style-type: none"> • Examine trade-related tax systems and regulations in different regions, such as trade protection laws • Understand different e-commerce methods and develop e-commerce strategies according to business strategies • Analyse the characteristics of the target markets to select appropriate market strategies • Evaluate various market analysis tools and select suitable tools to analyse the e-commerce market • Examine different e-commerce platforms to select applicable solutions for the enterprise <p>2. Develop e-commerce strategies</p> <ul style="list-style-type: none"> • Establish resource allocation for e-commerce marketing models • Develop big data analysis plans to analyse market development trends • Evaluate the current resources of the enterprise and the additional resources required for e-commerce strategies • Analyse e-commerce tax systems and regulations in different regions • Establish key performance indicators to evaluate the performance of e-commerce strategies • Establish mechanisms to review whether e-commerce strategies align with operational management goals regularly • Evaluate e-commerce supply chain management to adjust e-commerce strategies in a timely manner <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Develop e-commerce strategies that comply with legal requirements • Review the performance of e-commerce strategies and make appropriate adjustments
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of formulating e-commerce strategies in accordance with the enterprise's development and relevant regulatory requirements • Capable of developing big data analysis plans for business analysis • Capable of adjusting e-commerce strategies in a timely manner according to their performance
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