

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

Functional Area - Digital Marketing

Title	Formulate e-commerce supply chain management strategies
Code	110991L6
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for developing e-commerce supply chain management strategies to support the enterprise's business operations in e-commerce.
Level	6
Credit	8
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge of e-commerce supply chain</p> <ul style="list-style-type: none"> • Identify supply chain management systems to select appropriate solutions • Examine the process and operations of e-commerce supply chains to develop e-commerce management plans for the enterprise <p>2.2.1 Analyse e-commerce supply chain management strategies</p> <ul style="list-style-type: none"> • Establish a supplier credit system • Analyse potential risks in the supply chain process • Analyse enterprise resource allocation comprehensively <p>2.2.2 Develop e-commerce supply chain management strategies</p> <ul style="list-style-type: none"> • Develop the enterprise's business scope, market regions, etc. • Develop the enterprise's e-commerce business scope • Develop system functions and business processes for implementing e-commerce supply chain management • Develop internal processes for e-commerce supply chains, from digital promotion and advertising to after-sales customer service • Evaluate the scope and depth of artificial intelligence in the supply chain links to optimise business processes <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Develop e-commerce supply chain management strategies according to the enterprise's development • Review e-commerce supply chain management strategies regularly to make adjustments
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of analysing potential risks in the supply chain process according to enterprise's development and formulate e-commerce supply chain management strategies • Capable of reviewing the performance of e-commerce supply chain strategies and making adjustments
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