Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Smart Logistics

Title	Implement e-commerce procedures for the logistics industry
Code	LOCUEL304B
Range	This unit of competency is applicable to relevant logistics enterprises. Practitioners should be capable to conduct different forms of e-commerce operation among relevant enterprises or units in the industry.
Level	3
Credit	6 （For Reference Only）

Competency	Performance Requirements
	1. Possess basic knowledge of e-commerce operation
	
	• Understand different types of e-commerce, including:
	   o Business-to-customer (B2C) e-commerce
	   o Business-to-business (B2B) e-commerce
	   o Customer-to-customer (C2C) e-commerce
	   o Online-to-offline (O2O), Omni-Channel
	   o Cross-Border e-Commerce
	   o Other different new emerging e-commerce business models
	• Understand the e-commerce relationship between the company and/or individual and relevant units
	• Understand the related legal responsibilities and risks between the company and different units when conducting various e-commerce operations
	• Understand which processes in the logistics operation of different types of company are suitable to adopt e-commerce procedures
	• Understand e-commerce procedures of the company, including:
	   o Customer online and security
	   o Customer data processing
	   o Search management
	   o Content and product/service catalogue management
	   o New product/function/sales notice management
	   o Order management
	   o Payment management
	   o Cargo Tracking
	   o Operation flow management
	   o Special incident/ information notification, etc
	   o Big Data, Internet of Things (IoT), Artificial Intelligence (AI), Blockchain technology, etc.
	• Understand the information technology adopted in e-commerce operation conducted between the company and relevant units
	• Understand trade compliance and relevant regulatory requirement and restrictions
	• Understand different service mode and types in order to offer high flexibilities service based on the customers' requirement
	• Understand the documentation requirement for different types of e-Commerce
	• Understand the countries requirement of e-Commerce trade
	
	2. Implement e-commerce procedures among relevant units in the logistics industry
	
	• Adopt suitable technologies to conduct e-commerce operation between the company and relevant units according to their e-commerce relationship
	• Ensure that the rank of the personnel has the authority to handle e-commerce operation

Functional Area - Smart Logistics

	- Conduct electronic data/document interchange according to the operational instructions of e-commerce - Maintain supplementary records of e-commerce operation - Generate key performance indicators and reports to manage the performance of each transaction - Provide big data information to the company in order to formulate future marketing plans - Provide recommendation to the company through big data, IoT, AI, Blockchain technology, etc. - Manage description, packing and cargo nature for their compliance with company's requirement and relevant regulatory requirement - Monitor the status of shipments to ensure that it can be implemented according to the key performance indicators designed by the company and customer requirements - Track the status of shipments and report irregularities to the company for solutions. Then inform the customer accordingly - According to shipping conditions and market practices, electronic payment procedures are carried out in accordance with company policies
Assessment Criteria	The integrated outcome requirement of this unit of competency is: Capable to adopt suitable technologies to conduct e-commerce operation between the company and individual unit according to their e-commerce relationship.
Remark	This UoC is adopted from the Logistics UoCs LOCUEL304A and LOCUEL308A