

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Apply internet for business promotion
Code	LOCUSM410B
Range	This unit of competency is applicable to all sea freight, air freight and courier and express operators. Practitioners should be capable to apply internet for logistics-related marketing and sales promotion so as to enhance the popularity and competitiveness of the company.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the concepts of internet for business promotion</p> <ul style="list-style-type: none"> • Understand business operation of the company • Know how to establish internet brand name and reach customers effectively • Understand the concepts of synchronisation • Understand the updated legal application and risk • Understand customers' business, operation, characteristics, service requirements, business relationship with the company, sales volume, etc • Understand fairly the current situation and activities of market competitors • Understand the market situation of the logistics industry and the future trend • Understand details and code for online transaction and its validity • Master internet-related knowledge, including multi-media and website programming, business information system, internet networking, online sales and marketing, visual communication, information technology ethics, etc. • Master marketing and sales network concepts of the local market and relevant restrictions, including the legal restrictions imposed locally and overseas • Possess legal knowledge relevant to business promotion on the internet <p>2. Apply internet for business promotion</p> <ul style="list-style-type: none"> • Analyse the implementation of online sales to catch business opportunities • Collect data and conduct market analysis, and use internet to analyse customers' consumption mode • Apply the most effective advertisement on the internet to enhance the corporate image • Attract customers to browse again so as to enhance the company's ranking in the search engine and increase its exposure on internet • Strengthen the content and design of email and e-news to attract the attention of the email addressees • Design simple but effective online customer service, and formulate points to note for online transaction to protect the interests of the company and ensure as far as possible that the online promotion and transaction run legally • Review the effectiveness of using internet for business promotion • Apply internet promotion business and related legal knowledge to ensure business promotion run legally electronic system to strengthen information security • Apply electronic system to strengthen security system to ensure the confidentiality of information • Establish measurement tools to measure the efficient and effectiveness of the internet promotion and re-evaluate actin plan
Assessment Criteria	The integrated outcome requirement of this unit of competency are:

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

	<ul style="list-style-type: none">• Capable to internet to promote business to increase the company's reputation and achieve legal and effective business promotion; and• Capable to review the effectiveness of applying internet to promote business and establish measurement tools to measure the efficiency and effectiveness of Internet promotion
Remark	