

Specification of Competency Standards for the Logistics Industry
Unit of Competency

1. Title	Design e-logistics website for the logistics industry
2. Code	LOCUEL405A
3. Range	This unit of competency is applicable to logistics services operators. Practitioners should be capable to design e-logistics website for e-logistics operation in the logistics industry and to optimize the functions of the e-logistics website.
4. Level	4
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Basic knowledge of e-logistics operation and relevant technologies</p> <ul style="list-style-type: none"> ◆ Understand regular logistics procedures between the company and relevant parties ◆ Understand the flow of e-logistics operation between the company and relevant parties ◆ Understand the security procedures and requirements for e-logistics operation between the company and relevant parties ◆ Understand the legal responsibilities and risks of the e-logistics operation between the company and relevant parties ◆ Understand the functions and roles of the company's website in e-logistics operation ◆ Understand the strengths and weaknesses of the information technology commonly used by the logistics industry ◆ Understand the situation and trend of the use of website in the industry

	<p>6.2 Analyze and formulate demand for e-logistics website</p> <ul style="list-style-type: none"> ◆ Assess the relationship of the company with relevant units and the influence of the e-logistics operation on the overall business of the company according to daily logistics operation of the company ◆ Base on the assessment to analyze the demand for the e-logistics operation between the company and relevant parties ◆ Base on the demand for e-logistics operation with relevant parties and special requirements of relevant customers and business partners to assess different solutions for functions of the e-logistics website of the company, so as to design and upgrade the website functions ◆ Use the website to release, convey, store and present information ◆ Use the website to communicate effectively and manage the relationship with customers and business partners ◆ Design a high quality website to attract more customers to use in order to improve effectiveness ◆ Design a high quality website to facilitate customer’s use of website for complex logistics operation
<p>7. Assessment Criteria</p>	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to analyze the demand for e-logistics website and design an e-logistics website according to the actual situation of the company and relevant business partners’ special requirements.</p>
<p>8. Remarks</p>	