Specification of Competency Standards for the Logistics Industry
Unit of Competency

1. Title	Use the internet for business promotion
2. Code	LOCUSM410A
3. Range	This unit of competency is applicable to all sea freight, air freight and express operators. Practitioners should be capable to use the internet for logistics-related marketing and sales promotion so as to enhance the popularity and competitiveness of the company.
4. Level	4
5. Credit	9（for reference only）
6. Competency	Performance Requirements 6.1 Concept of using the internet for business promotion ♦ Understand fairly the business operation of the company ♦ Understand the market situation of the logistics industry and the future trend ♦ 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. ♦ Understand how to set up branding and contact customers effectively on internet ♦ Understand details and code for online transaction and its validity ♦ Master marketing and sales network concepts of the local market and relevant restrictions, including the legal restrictions imposed locally and overseas ♦ 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
		♦ Possess legal knowledge relevant to business promotion on the internet
		♦ Understand the concept of information synchronization
	6.2 Use the internet for business promotion	♦ Master the implementation of online sales to catch business opportunities
		♦ Collect data and conduct market analysis, and use internet to analyze customers' consumption mode
		♦ Use 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 are legal
		♦ Review the effectiveness of using the internet for business promotion
		♦ Use electronic system to strengthen information security
		♦ Ensure the confidentiality of information

7. Assessment Criteria	The integrated outcome requirement of this unit of competency is：
	(i) Capable to use the internet for business promotion so as to enhance the popularity of the company and ensure that the business promotion is legal and effective.
8. Remarks	