Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Smart Logistics

Title	Design e-logistics website for the logistics industry
Code	LOCUEL404B
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 optimise the functions of the e-logistics website.
Level	4
Credit	6 （For Reference Only）
Competency	Performance Requirements 1. Possess basic knowledge of e-logistics operation and relevant technologies • 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 situation and trend of the use of website in the industry • Understand Copyright and infringement of electronic platforms • Understand the management principles for personal data collection and storage records • Understand the needs of industries such as smart phone communication, android, and electronic payment • Understand the strengths and weaknesses of the information technology commonly used by the logistics industry 2. Analyse and formulate demand for e-logistics website • 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 analyse 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 • Use website development and explore opportunities • Use the website to promote image and culture 3. Design quality website • Design high-quality web pages, attract more customers to use, increase the number of views, and increase efficiency • Design high-quality web pages to make it easier for users to use web pages for more complex logistics operations • Design high-quality websites, and promote sales activities and new products through big data analysis, preference setting tracking functions, etc.

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	• Design the website according to high-quality website evaluation standards
Assessment Criteria	The integrated outcome requirement of this unit of competency is: • Capable to analyse 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.
Remark	This UoC is adopted from the Logistics UoCs LOCUEL405A and LOCEUL410A