

Specification of Competency Standards
for the Printing and Publishing Industry
Unit of Competency

1. Title	Establish long-term business partnership with customer
2. Code	PPPRCR601A
3. Level	6
4. Credit	15
5. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Master methods of providing one-stop service to customer ♦ Master how to turn print product supplier into one-stop service provider of printed media processing</p> <p>5.2 Master ways of achieving win-win situation ♦ Provide customer with professional advice on product quality enhancement and customer cost saving ♦ Master ways of reducing non-printing service cost for business partner, such as suggesting means of cutting postage</p> <p>5.3 Master establishment of long-term beneficial relationship ♦ Work out means of developing long-term collaborative relationship for the benefit of both parties</p> <p>5.4 Master demand of business partner ♦ Know how to understand need of business partner more than they do</p> <p>5.5 Master time and opportunities ♦ Master time and opportunities for developing business partnership</p>

	<p>5.6 Establish win-win and long-term beneficial relationship</p> <p>◆ Formulate strategy for establishing long-term relationship to the benefit of both parties based on the characteristics of customer and printing enterprise and provide one-stop customer services</p>
6. Range	Formulate strategy for establishing long-term relationship for the benefit of both parties based on the characteristics of customer and printing enterprise and provide one-stop customer services and perform related tasks in a printing enterprise.
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Able to formulate strategy for establishing long-term relationship to the benefit of both parties based on the characteristics of customer and printing enterprise and provide one-stop customer services.</p>
8. Remarks	The credit value of this unit of competency is based on the assumption that the learner has knowledge of printing enterprise market and sales management.