

**Specification of Competency Standards**  
**for the Printing & Publishing Industry**  
**Unit of Competency**

Functional Area - 電子商貿

Title	Understand the deployment of e-commerce in printing industry
Code	106296L4
Range	In view of the rapid development and prevalence of computer and network technology, be able to assist in the promotion of e-commerce in the printing company. Electronic transactions enable the printing company to simplify its structure, cut costs, improve efficiency and enhance customer service quality.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the deployment of e-commerce in printing companies</p> <ul style="list-style-type: none"> <li>• Understand the specific conditions for implementing e-commerce, such as organisational structure, marketing, customer services, production workflow and control, order fulfillment processes, inventory and payment gateway management, etc.</li> <li>• Understand the laws and regulations pertaining to e-commerce, such as Personal Data (Privacy) Ordinance, Unsolicited Electronic Messages Ordinance, Electronic Transactions Ordinance, software licensing regimes, etc.</li> <li>• Understand the risk factors of e-commerce, including data security and backup, site risk assessment, firewall installation, preventive measures against hacking, code of confidentiality and insurance clauses, etc.</li> <li>• Understand the configuration, operation and maintenance of hardware, software and network security systems for implementing e-commerce.</li> <li>• Understand the selection criteria for online payment gateway service providers, and the importance of designing an effective payment system.</li> </ul> <p>2. With the above knowledge, and in the light of the printing company's online sales strategies and macro business environment, be able to assist the company in implementing e-commerce, and ensure secure and efficient electronic transactions between the company and its customers.</p> <p>3. Assist the printing company in determining the scope of business and specific equipment required for implementing e-commerce, strictly observing laws and regulations pertaining to e-commerce, and preventing the e-commerce platform from being abused for fraudulent/ illegal purposes.</p>
Assessment Criteria	<p>The integrated outcome requirement of this units of competency:</p> <ul style="list-style-type: none"> <li>• Be able to assist the printing company in implementing e-commerce and determining the scope of business and the specific equipment required for e-commerce.</li> </ul>
Remark	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of e-commerce.