

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

Functional Area - 電子商貿

Title	Set up online store for e-commerce in printing industry
Code	106299L5
Range	Considering that customers tend to spend more in online stores that are creatively designed with a user-friendly interface, be able to assist the employing printing company in setting up and managing an online printing store, in order to attract customers to make use of the e-commerce platform for shopping print products.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the design and maintenance of online stores.</p> <ul style="list-style-type: none"> <li>• Understand customers' online shopping requirements and practices.</li> <li>• Understand the configuration, operation and maintenance of major hardware, software and network security systems for implementing e-commerce.</li> <li>• Understand laws and regulations pertaining to e-commerce, including Personal Data (Privacy) Ordinance, copyright laws, Unsolicited Electronic Messages Ordinance, Electronic Transactions Ordinance, software licensing regimes, etc.</li> <li>• Well versed in the key factors for designing pleasant-looking and user-friendly webpages that allow customers to do product searches and acquire necessary information through the online store, including the types and prices of different print products; instructions for placing and confirming an order and its billing amount; how to upload image and text files; how to use pre-designed templates; payment methods; order's delivery status; and the confirmed delivery schedule, etc.</li> <li>• Understand the effective management of customers' uploaded files and their activity logs</li> </ul> <p>2. With the above knowledge, be able to set up and manage an effective online printing store, allowing customers to enjoy secure online ordering services.</p> <p>3. Be able to assess the effectiveness of the employing company's online store, keep abreast of the changes and trends of online shopping market, and regularly update the content and improve the ease of use and attractiveness of the online store.</p>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Be able to set up and manage the system of an effective online printing store.</li> <li>• Be able to assess the effectiveness of the online printing store.</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 and webpage design.