

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

Functional Area - 電子商貿

Title	Establish marketing plan and sell the non-paper based print products through e-commerce in printing industry
Code	106300L5
Range	Considering that printing companies have to introduce innovative products and services to retain its competitive edge in a fiercely competitive market, be able to use new printing technology together with non-paper based materials to produce creative products, then market and sell them through electronic platforms.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Familiar with the latest printing technology, the applications of non- paper based printing materials and e-commerce.</p> <ul style="list-style-type: none"> • Understand the market potential of non-paper based print products. • Understand the methods and workflow of producing non-paper based print products, including the printing technology and equipment involved. • Well versed in the costing structures and investment strategies of new categories of products. • Well versed in the operational strategies for marketing and selling new products through electronic platforms. <p>2. With the above knowledge, analyse the market trends and demand for creative and personalised products, in order to develop production plans for innovative products.</p> <ul style="list-style-type: none"> • Assess market trends and demand for creative products, such as fridge magnets, personalised stationery sets, glass or wooden ornaments, personalised clothing items, business card holders, etc. • Set the themes and develop market positioning and production plans for new products. <p>3. Coordinate various departments of the company in using new printing technology to produce non-paper based printed products in a cost-effective matter, then market and sell them through electronic platforms.</p>
Assessment Criteria	<p>The integrated outcome requirements of this units of competency are:</p> <ul style="list-style-type: none"> • Be able to set the themes and develop market positioning and production plans for creative print products. • Be able to use new printing technology together with non-paper based printing materials to produce creative products. • Be able to market and sell creative print products through electronic platforms.
Remark	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of printing production and e-commerce.