

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

Functional Area - 電子商貿

Title	Plan for the establishment of e-commerce business for a printing company
Code	106304L6
Range	In view of the rapid development and prevalence of computer and network technology, be able to plan and lead the printing company's efforts in launching its e-business. Electronic transactions enable the company to streamline its structure, cut costs, improve efficiency and enhance customer service quality.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Well versed in the operation, establishment and maintenance of e-commerce.</p> <ul style="list-style-type: none"> • Understand all the pre-requisites for engaging in e-commerce. • Well versed in laws and regulations pertaining to e-commerce, such as Personal Data (Privacy) Ordinance, Unsolicited Electronic Messages Ordinance, Electronic Transactions Ordinance, software licensing regimes, etc. • Understand the costs, returns on investment and risk associated with developing and operating an e-commerce company. • Study the successful experiences of other e-commerce companies, including such areas as organisational structure, marketing and sales plan, information technology management, production team, financial control, logistics system, human resources and administration management, etc. <p>2. With the above knowledge, be able to identify the mode and scale of operations, target markets, etc. of the company's e-commerce arm, and lead the staff of various departments in establishing the company's e-commerce business.</p> <p>3. Be able to establish the company's long-term strategies, and lead the company in achieving its profit goals in e-commerce by drawing upon the successful experiences of other e-commerce companies.</p>
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency:</p> <ul style="list-style-type: none"> • Be able to identify the mode and scale of operations, target markets, etc, of the company's e-commerce arm.
Remark	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of e-commerce management.