

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

Functional Area - Distribution and Sales

Title	Understand the distribution workflow
Code	106322L3
Range	In distribution department, assist in carrying out cost effective promotion, sales and distribution based on market condition of the place of publication and according to a given distribution plan .
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand concept and process of distribution</p> <ul style="list-style-type: none"> <li>• Understand relationship between distribution and other segments of publication.</li> <li>• Understand the structure of publishing market, inter-relationships of elements and their effect on supply and demand.</li> <li>• Understand source of information on publishing market development.</li> <li>• Understand major distribution channels and mode of sales.</li> <li>• Understand costs involved in different segments.</li> <li>• Understand methods and effectiveness of publication promotion and marketing.</li> <li>• Understand prevailing social condition and cultural trend.</li> <li>• Understand distribution methods and flow of e-publishing.</li> </ul> <p>2. Based on the above competency, be able to execute publication promotion, sales and distribution and related tasks.</p> <p>3. Be able to assist in the implementation of cost effective promotion, sales and distribution and related tasks based on the distribution plan set by the enterprise, and according to local publication market situation.</p>
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency:</p> <ul style="list-style-type: none"> <li>• Be able to assist in the implementation of of cost effective promotion, sales and distribution and related tasks, based on a given distribution plan and according to local publication market situation.</li> </ul>
Remark	This unit of competency is suitable for general publishing practitioners.