

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

Functional Area - 電子出版

Title	Establish development strategy for e-publishing
Code	106340L6
Range	When a traditional print-based publishing company considers expanding its business scope and entering e-publishing, the company must draw a detailed plan, review the company's internal capabilities and external competition, and establish an e-publishing development strategy that matches the company's needs.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the company's current status.</p> <ul style="list-style-type: none"> • List the company's human resources sufficiency for business expansion to cover e-publishing, and estimate the extent of human resources mismatch. • Understand the reader groups of the company and identify, in the expansion to add e-publishing materials, which will be new reader groups and which will be replacement reader groups, in order to fully reflect the quantity and quality changes of readers before and after the expansion. <p>2. Plan for entering into e-publishing.</p> <ul style="list-style-type: none"> • Outline an organizational structure to match with the addition of e-publishing business, . Establish plans for staff recruitment, re-deployment and training. • Review the retention value of traditional print-based publishing and the possible synergy of its co-existence with e-publishing. • Establish the company's market positioning and branding in the internet world, estimate the size of the market and the company's share of market. List the business status of competitors with similar market positioning. • Forecast the marketing growth path of e-publishing business, and coordinate the proportion and development between e-publishing and traditional print-based publishing inside the company. <p>3. Based on the above competencies, establish an e-publishing development strategy that caters for the company's needs.</p>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Be able to clearly define the company's core competence amidst an rapidly changing e-publishing market environment. • Be able to establish a forward development strategy which integrates the company's internal capabilities.
Remark	