Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Multi-channel Promotion of Communication

Title	Develop global data synchronization network system strategy
Code	107179L6
Description	Apply the Global Data Synchronization Network System GDSN strategy to manage global supply chain to keep the corporate competitiveness.
Level	6
Credit	6 （For Reference Only）

Competency	Performance Requirements
	1. Understand the importance of GDSN system
	
	• Understand the problems of traditional data communication channels (e.g. telephone, fax, website platform and email etc.) of supply chain system. The problems include high cost and high data failure rate.
	• Recognize the concept of product data synchronization
	    o Could optimize the e-business supply chain
	    o The completeness and timeliness of GDSN data could provide accurate information of time and location to customers.
	
	2. Analyze the advantages of GDSN to e-business operation
	
	• Product retailer perspective
	    o Keep reducing operation cost
	    o Improve product category management
	    o Reduce transaction error
	    o Reduce data management fee
	    o Reduce out of stock opportunities and improve shelf utilization
	• Product supplier perspective
	    o Rapidly expand market share. Fast-running supply chain could help corporate to gain greater competitive advantage
	    o Reduce the average time on shelve time for products
	    o Improve order efficiency and product category management
	    o Reduce the time for product data to reach sales operation
	
	3. Develop GDSN solution
	
	• Evaluate and select effective supply chain standard systems and data processing tools
	• Evaluate the current business processes of the corporate; critically analyze how the product data synchronization system can support the corporate
	• Discuss, analyze and select what data and what format should be exchanged with different stakeholders
	• Install additional or upgraded hardware and software,
	• From the process of accepting orders to delivery to confirm, test, and even redesign processes to ensure the accuracy and timeliness of data exchange and ordering processes
	
	4. Exhibit professionalism
	
	• The GDSN strategy aligns with the development direction of the corporate.
	• Follow the latest laws of government and regulatory organizations such as information, privacy and information security to ensure that the implementation of the GDSN strategy does not violate the relevant regulations

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Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • Understand the GDSN concept and analyze how it could improve the workflow of corporate e-business • Develop GDSN solution.
Remark	