



Australian Government

Assessment Requirements for SIRXSTR001 Develop an ecommerce strategy

Release: 1

Assessment Requirements for SIRXSTR001 Develop an ecommerce strategy

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- identify organisational ecommerce objectives and document an ecommerce strategy that details:
 - strategy for:
 - integration
 - content
 - inventory and logistics
 - security
 - payment
 - data collection and analytics
 - action plan:
 - key activities
 - responsibilities
 - timeframes
 - risk management and contingency planning
 - performance indicators and evaluation criteria
 - ecommerce technologies and solutions that meet organisational objectives:
 - features
 - functionality
 - cost
- use evaluation criteria to review the performance of an ecommerce strategy and make recommendations for future improvements.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- key legal and ethical requirements and considerations as related to ecommerce strategy development:
 - Australian Consumer Law
 - copyright

- privacy
- codes of practice
- security
- purpose and key inclusions of an ecommerce strategy:
 - strategies for:
 - integration
 - content
 - inventory and logistics
 - security
 - payment
 - data collection and analytics
 - action plan
- techniques for the following, as related to ecommerce strategy development:
 - risk management and contingency planning
 - developing performance indicators and evaluation criteria
 - optimising user experience
- current trends in ecommerce related to:
 - payment
 - security
 - platforms
 - performance and user experience
 - integration
 - content
 - inventory and logistics
 - data collection and analysis
- types of ecommerce platforms and solutions:
 - features
 - benefits
 - limitations
 - functionality
 - cost
- key stakeholders involved in ecommerce strategy development and their role
- common outsourcing as related to ecommerce
- ecommerce architecture and how to achieve integration to create a total ecommerce solution.

Assessment Conditions

Skills must be demonstrated in a service industries environment. This can be:

- an industry workplace

- a simulated industry environment.

Assessment must ensure access to:

- ecommerce monitoring tools
- ecommerce performance data
- organisational ecommerce objectives.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

Companion Volume Implementation Guides -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>