



Australian Government

SIRXSTR001 Develop an ecommerce strategy

Release: 1

SIRXSTR001 Develop an ecommerce strategy

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop an ecommerce strategy for the online sale of products or services. It requires the ability to determine organisational ecommerce needs, develop a strategy and evaluate its effectiveness.

This unit applies to individuals working in a diverse range of businesses that operate online to sell products and services. They operate independently, under limited supervision from others, and are responsible for making a range of operational decisions.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Strategy

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Determine ecommerce requirements.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1.1. Determine organisational objectives and priorities for ecommerce operations.

1.2. Consult with key personnel on current and future direction of the organisation and seek input into ecommerce strategy development.

1.3. Identify ecommerce resourcing and budget availability.

1.4. Review past ecommerce performance data to inform strategy development.

- 1.5. Analyse internal and external operating environment, including competitive landscape, to inform strategy development.
 - 1.6. Research trends in ecommerce and use findings to influence strategy development.
 - 1.7. Research and analyse ecommerce technologies and solutions that meet organisational objectives and resourcing availability.
 - 1.8. Seek input from, relevant personnel to inform ecommerce strategy.
2. Develop ecommerce strategy.
- 2.1. Select ecommerce operating platform that best meets organisational and budgetary requirements and confirm technical feasibility.
 - 2.2. Identify opportunities for the integration of existing systems and procedures and incorporate into strategy development.
 - 2.3. Plan content strategy to inform the development of digital content across digital platforms and create consistency with non-digital content use.
 - 2.4. Identify inventory logistics requirements and incorporate into strategy planning.
 - 2.5. Research, identify and select suitable payment solutions for integration into ecommerce operations.
 - 2.6. Complete security risk analysis to determine security requirements for protection of organisational and customer information and data.
 - 2.7. Identify potential risks and issues in ecommerce operations and document contingency plans accordingly.
 - 2.8. Establish key performance indicators and develop evaluation criteria.
 - 2.9. Establish data collection and analysis needs and required analytical tools.
 - 2.10. Determine flexibility of strategy and ensure strategy can react to environmental and technological changes.
 - 2.11. Develop and document an action plan detailing key activities, responsibilities and timeframes.
 - 2.12. Obtain input from relevant personnel and make adjustments to strategy based on feedback received.
 - 2.13. Finalise ecommerce strategy and gain approval as required.

3. Review ecommerce strategy.

3.1. Evaluate ecommerce performance against targets to determine any changes required.

3.2. Continuously evaluate effectiveness of ecommerce design and useability, and implement changes based on data-supported analysis and decisions.

Foundation Skills

FOUNDATION SKILLS

Foundation skills essential to performance in this unit, but not explicit in the performance criteria, are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	interpret technical and complex ecommerce terminology.
Numeracy skills to:	use numerical information to evaluate the impacts of ecommerce strategy on performance.
Technology skills to:	use digital technologies and systems to access, document and communicate information.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume Implementation Guides -

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

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>