

**SKILLS FRAMEWORK FOR FOOD SERVICES  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Customer Experience					
<b>TSC</b>	E-commerce Management					
<b>TSC Description</b>	Develop, manage and execute e-commerce strategies and activities according to organisational objectives					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
		<b>FSS-CFC-2053-1.1</b>	<b>FSS-CFC-3053-1.1</b>	<b>FSS-CFC-4053-1.1</b>	<b>FSS-CFC-5053-1.1</b>	
		Analyse information pertaining to customers on e-commerce platforms to maintain and achieve excellence in e-commerce delivery	Monitor e-commerce activities and collaboration efforts with partners	Develop detailed e-commerce activities with partners to enhance online awareness and website visibility	Drive e-commerce strategy adoption that is aligned with organisational objectives	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Types of products or services to be advertised on e-commerce platforms</li> <li>Types of mobile marketing</li> <li>Types of online and social media platforms</li> <li>Importance of customer feedback in e-commerce</li> </ul>	<ul style="list-style-type: none"> <li>Methods to advertise products online</li> <li>Possible media options</li> <li>Means of using data gathered from e-commerce activities</li> </ul>	<ul style="list-style-type: none"> <li>e-commerce management tactics</li> <li>Messages to be communicated</li> <li>Types of communication tools</li> <li>Types of performance metrics and indicators</li> </ul>	<ul style="list-style-type: none"> <li>e-commerce strategies</li> <li>Effectiveness of e-commerce strategies and activities</li> <li>evaluation tools and methods for e-commerce activities</li> <li>Considerations in adopting e-commerce technologies</li> <li>Importance of information security in adopting e-commerce technology</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Support evaluation of e-commerce activities for further improvement</li> <li>Contribute ideas for development of e-commerce activities</li> <li>Collect information pertaining to past performance on social media and e-commerce platforms</li> <li>Collect data on effectiveness of e-commerce activities</li> <li>Analyse feedback from customers on factors affecting e-commerce sales</li> </ul>	<ul style="list-style-type: none"> <li>Execute e-commerce activities in alignment to e-commerce strategies, sales and marketing strategies</li> <li>Monitor performance and effectiveness of e-commerce activities in accordance with performance measures to further refine action plans</li> <li>Review information on e-commerce sales and customer feedback versus business objectives</li> <li>Monitor social media platforms or online blog or</li> </ul>	<ul style="list-style-type: none"> <li>Develop promotion mechanics and e-commerce activities</li> <li>Select potential communication tools to reach out to target customers effectively</li> <li>Manage execution of e-commerce activities to achieve the desired results</li> <li>Evaluate customer responses to determine effectiveness of e-commerce activities</li> <li>Determine performance measures for each</li> </ul>	<ul style="list-style-type: none"> <li>Establish strategies of e-commerce adoption in the organisation</li> <li>Establish e-commerce performance targets aligned to sales and marketing strategies</li> <li>Determine performance metrics and targets to measure effectiveness of e-commerce operational plans</li> <li>Drive e-commerce chain of activities aligned to e-commerce strategies</li> <li>Evaluate performance of e-commerce operational</li> </ul>	

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			<p>vlog and forums related platforms for customer feedback or review</p>	<p>element of the e-commerce activity</p> <ul style="list-style-type: none"> <li>• Manage operational plans to support objectives of e-commerce activities</li> <li>• Manage budgets of e-commerce activities</li> <li>• Collaborate with business partners to create sales opportunities and enhance online awareness and website visibility</li> </ul>	<p>plans in meeting sales and marketing objectives</p> <ul style="list-style-type: none"> <li>• Recommend improvements to e-commerce operational plans based on evaluation outcomes</li> <li>• Implement policies on secure information and sensitive data during adoption of e-commerce technologies</li> </ul>	
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