

The First World Vocational College Skills Competition

Test Project for Cross-Border E-Commerce Skills Competition

I. Business Module of Cross-Border E-Commerce Exports (100 points, 80% of the total results)

i. Cross-border e-commerce visual design operation (20 points)

Complete two tasks including visual design of pictures and design and optimization of detail pages according to the business requirements or actual business situation within 180 minutes.

Background information:

The store on a cross-border e-commerce platform is about to sell four types of goods - electric heated sock, electric powered kneecap, electric heated blanket and digital microscope, and now it needs to design these goods. Among them, the pictures of three types of goods including electric heated sock, electric powered kneecap and electric heated blanket are designed as a store banner picture, including the overall display of goods, details of the display, etc.; the main picture and detail page are designed for the other one type of goods, including the overall display of goods, and the detailed display, etc.

The introduction of these four types of goods is as follows:

(1) Electric heated sock

Electric heated sock is a type of sock that can be disassembled for washing. It is made of cotton fabrics of high quality, and can be charged by using the USB cable. The temperature is increased fast during the process of charging, and the heating temperature can be adjusted to 40°C, 45°C, and 50°C.

(2) Electric powered kneecap

Electric powered kneecap is a type of commodity that has two buttons including hot compress and temperature control, and vibration massage. It can be charged by using a USB cable. The temperature is increased fast during the process of charging, and the hot compress temperature can be adjusted to 45°C, 55°C, and 65°C. Massage has three levels including gentle and comfortable (lower level), moderate massage (medium level), and high strength massage (higher level). It is a special product for protecting knees.

(3) Electric heated blanket

Electric heated blanket is made of fabrics of high quality. It can warm your waist and abdomen, back, thighs, calves, feet and hands with electric heat. It can be charged by using a USB cable. The temperature is increased fast during the process of charging, and it can be adjusted flexibly.

(4) Digital microscope

Digital microscope is a type of industrial microscope with 12 million pixels of high-definition screen. It is widely used in checking the circuit board and circuit

components of the production line for the electronic industry, and testing the precise components such as watches, and cell phone chips in the maintenance industry. It is also a product allowing children to explore and the micro world, such as observing insects, flowers and grasses, and specimens. The size of the screen of the product is 7 cun (a unit of length equal to one-third decimeter). It can be magnified 100 times. The operation of it is simple and it can be controlled wirelessly. The observation angle can be changed at will. The upright tube can be tilted 180 degrees backward, and the screen can rotate 270 degrees. It can be used to take photos and also record videos. The storage pictures and videos can be output to other devices by using the storage card.

1. Photo visual design (10 points)

(1) Design and production of store banner

Competitors should create and design a picture with a size of 1200*300 pixels and no more than 240K based on the three selected goods including electric heated sock, electric powered kneecap, and electric heated blanket.

Banner topic is required to closely follow the attributes of the three types of goods, to attract buyers and promote marketing of goods. Competitors should select a combination of 2-3 pictures as needed, and supplement with the core text as the main description. Background design should be simple and attractive, promoting marketing of goods. Choosing too many design tones should be avoided, and colors and style chosen should be unified with the overall style of the store.

(2) Design and production of goods' main picture

Competitors should create and design two pictures with a size of 960*960 pixels and no more than 300K based on the one type of selected goods.

The main picture design and production of the goods is required. The pictures must reflect the functional characteristics of the goods, combining the pictures and text with high clarity, and the text should not outshine the pictures to ensure the overall aesthetics of the pictures.

2. Detail page design and optimization (10 points)

Competitors are required to design and optimize the detail page of this type of goods, including the following: product information (pictures, text or their combination), product display (details, packaging, advantages, color matching and effects), transaction description (purchase, payment, receipt and inspection), after-sales information (return and change of goods, warranty and refund), and promotional information (promotional activities and preferential methods). The description of the goods includes the applicable population of the goods. The description of the goods can show the brand, reputation, sales volume and other strengths of the product to attract buyers. However, use of promotional terms violating the advertising law is not allowed.

HTML+CSS and pictures can be used to present the layout of the product description. It is recommended to use Dreamweaver to process the work into HTML code or to use Photoshop to design it as pictures and then display in the product description.

ii. Cross-border e-commerce data operation (50 points)

Complete the five tasks in the simulation confrontation on the computer within 180 minutes. Each task includes several steps, and the mark will be given according to the marking criteria.

3. Cross-border e-commerce data analysis operation (4 points)

Acquire and analyze the operation data on the cross-border e-commerce platform by analyzing business requirements such as data of consumer characteristics, stock preparation cycle and settlement cycle, to provide data reference for platform selection and merchant product selection; acquire and analyze the operation data through financial statements to improve operation efficiency; acquire and analyze the compatible product data by analyzing key data of commodity operation such as exposure, click rate, conversion rate, order volume, order revenue and profit margin, to provide data reference for product selection optimization.

4. Cross-border e-commerce product launch and optimization operation (3 points)

Optimize the title of goods on shelves by comprehensively analyzing the ranking changes of hot search words on the cross-border e-commerce platform, product attributes, and compatible product analysis; optimize the price of goods on shelves by analyzing the purchase cost, freight, platform commission, taxes, exchange rates, prices of compatible products, expected profit margins and other comprehensive factors; adjust the goods on shelves by dynamically analyzing market operation conditions of the cross-border e-commerce platform, and achieve continuous optimization of goods on shelves.

5. Cross-border e-commerce logistics and overseas warehouse operation (5 points)

Calculate the freight and related service costs for cross-border e-commerce logistics including overseas warehouse by comprehensively analyzing the operation status and objectives, complete the setting of logistics templates for on-shelf commodities, and complete the necessary inventory transfer between domestic and overseas warehouses.

6. Cross-border e-commerce order processing operation (3 points)

Optimize the volume of goods on shelves by analyzing the data of shipping plan and inventory level; ensure the safety stock of domestic and overseas warehouses according to the volume of commodity procurement; avoid and reduce the unfulfilled orders and returns of goods as much as possible by improving customer service.

7. Cross-border e-commerce fund management operation (35 points)

Reasonably expand the source of funds through enterprise credit loans and pledged loans; maximize the efficiency of funds through data analysis such as procurement cycle, delivery cycle and settlement cycle; ensure sufficient cash flow through analysis of receipt and payment cycle to improve cost awareness and risk prevention awareness.

iii. Cross-border e-commerce live streaming operation (30 points)

Competitors are requested to choose one kind of commodity materials and resources based on local specialties and the actual situation as well as what they've learned, complete two tasks including live script writing and live video production for single product according to the knowledge learned and the following requirements, and submit the live script text (Word and PDF text) and live videos to the Executive Committee of the Competition three days in advance (the actual time of receipt of the electronic script shall prevail). Specific requirements are as follows:

8. Complete the live script writing for single product in English (10 points)

(i) Elements of the script. It includes opening greeting, self-introduction, introduction of the activity, product explanation, brand introduction, demonstration (function, performance, appearance, etc.), and the end of the live streaming.

(2) Format requirement. The English font is "Times New Roman". The title should use a 16pt bold font, and the text should use a 12pt font with 1.5 times spacing.

9. Complete the live video recording for single product in English according to the above live script. (20 points)

Video production requirements: Using H.264 coding for video production with resolution not less than 720p (1280×720, 16:9); using MP4 format for the finished film; the duration is 15min.

II. Business Module of Cross-Border E-Commerce Imports (100 points, 20% of the total results)

Complete the following tasks within 60 minutes:

i. Customs clearance scheme design for cross-border e-commerce imports (60 points)

1. Customs clearance scheme under the mode of "9610" (25 points)

(1) What links does the customs clearance mode of "9610" direct purchase import include? (5 points)

(2) What tasks does each link of the customs clearance mode of "9610" direct purchase import include? What bills are required to be submitted? (10 points)

(3) Please draw a flow chart of the customs clearance mode of "9610" direct purchase import. (10 points)

2. Customs clearance scheme under the mode of "1210" (25 points)

(1) What links does the customs clearance mode of "1210" bonded online shopping import include? (5 points)

(2) What tasks does each link of the customs clearance mode of "1210" bonded online shopping import include? (10 points)

(3) Please draw a flow chart of the customs clearance mode of "1210" bonded online shopping import. (10 points)

3. Customs clearance scheme under the mode of "1239" (10 points)

(1) What are the differences between the "1239" customs clearance mode and "1210" customs clearance mode? (5 points)

(2) What are the differences between the "1239" customs clearance mode and "9610" customs clearance mode? (5 points)

This module mainly examines the customs clearance process and tasks under the modes of "9610", "1210" and "1239" for cross-border e-commerce.

ii. Taxation planning for cross-border e-commerce imports (40 points)

Paying taxes according to the law is not only the responsibility of cross-border e-commerce enterprises, but also the obligation of consumers who import goods through cross-border e-commerce. This module mainly examines import cross-border e-commerce comprehensive tax calculation, personal postal articles tax calculation, and tax planning of cross-border e-commerce retail. Please answer the following questions according to what you have learned.

1. Calculation of the consolidated tax of cross-border e-commerce imports (10 points)

Mr. Li purchased a can of milk powder for his son on a cross-border e-commerce platform. The purchasing price was RMB1,000. If Mr. Li just purchased once this year, how much should he pay for the consolidated tax of cross-border e-commerce imports? Please calculate it.

Assumption of the retail import tax policy for cross-border e-commerce: The individual single transaction limit is RMB5,000, and the individual annual transaction limit is RMB26,000. The customs duty rate of the retail import commodity of cross-border e-commerce within the limit is temperately set as 0%. The import value-added tax and consumption tax should be imposed 70% of statutory tax payable as stipulated. Other information is shown in the following table.

Category		Rate of value-added tax (%)	Consumption tax rate (%)
Infant formula	Infant formula	13	0
Adult milk powder	Adult milk powder	13	0
Diaper	Diaper	13	0
Health care product	Health care product	13	0

2. Calculation of the personal postal article tax of cross-border e-commerce imports (5 points)

The lover of Mr. Li bought dairy products of RMB1,000 for his family overseas. Please calculate how much should Mr. Li's lover pay for personal postal article tax.

Table Classification Table of Imported Articles of the People's Republic of China

Tax file number	Type of item	Scope	Tax rate
01000000	Food, beverage, and drug	Food: Including dairy products, confectionery, condiments, ginseng, red ginseng, milk powder and other health care products and tonics. Beverage: Including mineral water, soft drinks, coffee, tea, and other non-alcoholic beverages. Drug: Including traditional Chinese medicine tincture, etc.	13%
		Imported drugs that are imposed 3% import value-added tax according to Chinese law.	3%

3. Taxation planning for cross-border e-commerce imports (25 points)

There are three compliant entry ways for a commodity to be delivered from overseas places to domestic places: General trade, cross-border e-commerce, and postal channels.

Taking purchasing two commodities as an example, , as a consumer, combined with the taxes it should pay, what kind of entry way should it choose between cross-border e-commerce and postal channels? Please explain the reason.