

Unit of Competency

Functional Area: Operations Management

Title	Design export tactics
Code	105293L4
Range	This unit of competency is applicable to practitioners in the import and export industry in formulating export tactics to export products to overseas markets.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Possess knowledge of export management <ul style="list-style-type: none"> • Use a range of techniques to assess export potential • Use a range of skills to identify marketing requirements • Use a range of techniques to identify and select export tactics 2.1. Assess export potential <ul style="list-style-type: none"> • Conduct business analysis to investigate the factors affecting volume of export, revenue generated from export, and cost of operating export activities • Assess export potential to launch products to oversea markets 2.2. Select a market or markets <ul style="list-style-type: none"> • Identify potential markets to export products • Evaluate the available means to launch products to overseas markets • Select the means to export products to overseas markets 2.3. Formulate export tactics <ul style="list-style-type: none"> • Identify marketing requirements, e.g., cost, timeliness, and value of product • Plan export activities to launch products to overseas markets • Identify available export tactics • Select appropriate tactics to meet marketing requirements • Establish procedures to export products to overseas markets 3. Review export tactics <ul style="list-style-type: none"> • Evaluate the effectiveness of export tactics • Make adjustment to meet marketing requirements, if required
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of conducting business analysis and assessing export potential • Capable of formulating export tactics • Capable of reviewing export tactics
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