

**Unit of Competency**

**Functional Area: Operations Management**

Title	Identify international business opportunities
Code	105331L5
Range	This unit of competency is applicable to practitioners in the import and export industry to identify potential markets and explore international business opportunities. It also involves the determination of the viability of launching the products to international markets.
Level	5
Credit	6 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> <li>1. Possess knowledge of the global import and export industry                             <ul style="list-style-type: none"> <li>• Use a range of techniques to explore business opportunities</li> <li>• Apply e-marketing and related knowledge</li> <li>• Apply the knowledge of the global import and export industry to explore business opportunities</li> </ul> </li> <li>2.1. Explore business opportunities                             <ul style="list-style-type: none"> <li>• Select products to explore business opportunities</li> <li>• Collect relevant data and information to conduct opportunity analysis to launch the products in international markets</li> <li>• Identify potential markets</li> <li>• Use relevant tools to explore e-marketing opportunities</li> <li>• Forecast market demand</li> </ul> </li> <li>2.2. Estimate profitability                             <ul style="list-style-type: none"> <li>• Estimate sales volumes and total revenue generated from the potential markets</li> <li>• Estimate cost to launch the products in the potential markets</li> <li>• Estimate the profitability to launch the products in the potential markets</li> <li>• Conduct a detailed review of the prospects to launch the products</li> </ul> </li> <li>2.3. Explore business opportunities                             <ul style="list-style-type: none"> <li>• Undertake a feasibility study to determine the viability to launch the products in international market</li> <li>• Provide recommendations to launch products into the international markets</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable of conducting opportunity analysis</li> <li>• Capable of conducting feasibility study</li> <li>• Capable of providing recommendations to launch products into international markets</li> </ul>
Remark	