

Unit of Competency

Functional Area: Strategic Management

Title	Formulate plans to implement company competitive strategy
Code	105339L5
Range	This unit of competency is applicable to practitioners in the import and export industry in implementing company strategy to achieve sustainable competitive advantage. The tasks also involve assess resource requirements and develop plan to implement the proposed strategies.
Level	5
Credit	8 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Possess knowledge of strategic process <ul style="list-style-type: none"> • Use a range of skills to identify required resource • Use a range of skills to reconfigure company culture and structure to fit the proposed strategy • Use a range of skills to implement change 2. Manage strategic implementation <ul style="list-style-type: none"> • Identify resource requirements for the implementation of proposed strategy • Conduct resource audit to check for the sufficiency (in terms of quantity), adequacy (in terms of condition or quality), and availability • Conduct financial planning, human resource planning, physical resource planning, and intellectual resource planning to develop and control resources to meet the resource requirements • Assess the suitability of the organisational culture to undertake the proposed strategy • Assess the suitability of the organisational structure to undertake the proposed strategy • Develop action plans to put chosen strategy into practice 3. Manage strategic change effectively <ul style="list-style-type: none"> • Communicate with the stakeholders who will be affected by the change on the reasons for the change and the extent of the change • Invited affected stakeholders to contribute to the development and participate in the implementation process • Manage the change effectively to implement the proposed strategy
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of managing strategic implementation to achieve sustainable competitive advantage • Capable of managing change to implement the proposed strategy
Remark	