

**Unit of Competency****Functional Area: Strategic Management**

Title	Formulate regional operations strategies
Code	105343L5
Range	This unit of competency is applicable to practitioners in the import and export industry to analyse the internal and external business factors to formulate regional operations strategies.
Level	5
Credit	7 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> <li>1. Possess knowledge of regional operations strategies <ul style="list-style-type: none"> <li>• Describe operations strategies of import and export industry</li> <li>• Describe the local and regional economic situation, political situation and government policies on import, export, infrastructure, and investment</li> <li>• Describe region restrictions on market entry and participation</li> <li>• Master the company's business networks with regional business partners</li> <li>• Use a range of skills to evaluate the competition from local and regional competitors and their market share</li> <li>• Use a range of skills to evaluate the internal and external regional business operating environment</li> </ul> </li> <li>2. Formulate regional operations strategies <ul style="list-style-type: none"> <li>• Collect relevant data and information to evaluate both local and regional business environment</li> <li>• Conduct SWOT analysis to evaluate regional business environment</li> <li>• Evaluate the impacts of government restriction on regional business operations</li> <li>• Evaluate the impacts of other environmental factors (e.g., economic situation, technological, and social changes) on regional business operations</li> <li>• Identify the short-term and long-term operational objectives of the company's regional operations</li> <li>• Provide a list of regional operations strategies to enhance co-operation through regional integration</li> <li>• Identify the pros and cons of these options and the required resources to implement these regional strategies</li> <li>• Select the appropriate regional operations strategies to make certain that business operations meet the needs of regional customers</li> <li>• Assess the required changes of existing regional operations to cope with the selected regional strategies</li> <li>• Ensure alignment of the identified regional operations strategies with the company's local operations strategies</li> <li>• Ensure the identified regional operations strategies meeting the company's operational and financial objectives</li> </ul> </li> <li>3. Continuous improvement <ul style="list-style-type: none"> <li>• Identify expected outcomes and collect relevant information/data to monitor the company performance</li> <li>• Make adjustments to ensure the expected outcomes are met</li> <li>• Develop appropriate assessment process to review the regional operations strategies on a regular basis for continuous improvement</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 analysing the factors for formulating regional operations strategies</li> <li>• Capable of reviewing regional operations strategies for continuous improvement</li> </ul>
Remark	