

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Operations Management

Title	Formulate courier and express operations strategies
Code	LOAFOM513B
Range	This unit of competency is applicable to freight forwarders, courier and express companies and logistics service providers. Practitioners should be capable to formulate strategies to achieve company's plan and target.
Level	5
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess the knowledge of courier and express operations</p> <ul style="list-style-type: none"> • Understand the mission, vision and short, medium, and long-term targets of the company • Understand company's strategies including routing, standard and work processes • Know how to manage process analysis tools and other improvement tools and apply them to identify the company's needs for improvement • Understand the industry standards and strategies of the competitors • Understand the standards, work and scope of the company • Know about cost and financial analysis • Know how to set and apply key performance indicators to achieve continuous operations improvement, thereby increasing effectiveness and efficiency <p>2. Formulate courier and express cargo operations strategies</p> <ul style="list-style-type: none"> • Apply technical tools such as SWOT analysis and PESTEL analysis to analyse the company • Assess the effectiveness, efficiency and standards of the current operating model of the company • Identify the needs and areas of the company to develop continuous process and procedures improvement • Formulate company strategy and introduce methods to improve operations • Develop evaluation principles and standards based on the company's goals • Develop evaluation criteria for charges and financial direction • Apply technical tools such as Six Sigma to measure the results of different operations strategies • Establish key performance indicators and reports to reflect the performance of the company in order to achieve management standards • Establish some solutions and options for the company to select the optimal operating strategy • Establish process management standards for courier and express cargo delivery and operations • Forecast the resources required for operation and management according to the company budget • Develop operating guidelines, standards and procedures for different departments of the company
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to formulate courier and express operations strategies as per the plan and target of the company

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	<ul style="list-style-type: none">• Capable to apply SWOT analysis and PESTEL analysis to analysis and access the current operations strategies of the company to formulate the most appropriate courier and express operations strategies;• Capable to formulate the measure of direction, standard, procedure and operations output for the company as per strategies; and• Capable to establish key performance indicators and report to ensure and measure the achievement level of the company
Remark	