

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Operations Management

Title	Formulate regional courier and express operations strategies
Code	LOAFOM516B
Range	This unit of competency is applicable to courier and express companies and related service providers. Practitioners should be capable to analyse the entire regional characteristics of the industry, market trend, and formulate regional courier and express operations strategies according to company target.
Level	5
Credit	9 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess the knowledge of courier and express regional operations</p> <ul style="list-style-type: none"> • Understand courier and express service in the main areas of the economic development, cargo transportation mode, geopolitics, social culture, types, values of production, trade and sources of goods • Understand characteristics of main market service and development trends • Understand the regional operation strategy concepts, corporate strategy of courier and express companies • Understand government policies related to logistics, infrastructure and investment • Understand courier and express services and other related agreements and developments between countries, such as taxation, express customs clearance, company investment access and other related measures • Understand the regional courier and express market structure, entry barriers, competitors, substitutes, new entrants, upstream/downstream relationships and development trends • Understand local governments' restrictions on courier and express operations and development, such as licenses, fees, environmental protection, etc. • Understand the development direction of the customers in the region, and cooperate in the operation strategy • Understand different regional accounting arrangements and their market structure and the impact of development and changes on pricing • Understand the financial issues in the transaction, including interest rates of credit facilities, manpower, administrative costs, etc. • Understand the relevant courier and express operation channels in the area, such as logistics service points, storage locations, production or sales points, population distribution, connection routes and methods of major airports, gateways, and transit stations • Understand courier and express services and market share provided by regional competitor • Know how to identify local legislation, labour unions, and other factors that affect the company's courier and express service strategic plan, including analysis tools such as factor time, space, cost calculation, statistics, and operational analysis • Understand the basic express network, information infrastructure, and personnel training in the region <p>2. Formulate regional courier and express operations strategy</p> <ul style="list-style-type: none"> • Obtain and analyse data and information on internal and external business environment factors • Analyse and evaluate the advantages, disadvantages, opportunities and threats of the company in the existing regional courier and express operations

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Operations Management

	<ul style="list-style-type: none"> • Analyse and evaluate the short, medium and long-term development direction of the company in the current regional courier and express operations • Analyse the data collected from various aspects to suggest the direction of different courier and express operation strategies • Analyse and evaluate the advantages and resource usage of different regional courier and express operations strategies, suggest new courier and express services or improve existing services to achieve the operations management policy • Formulate courier and express operation management policy, and suitable for the development of the company according to the specific conditions of the company and the market • If the company has a global or regional courier and express operations strategy, it should cooperate with the global or regional courier and express operation strategy
Assessment Criteria	<p>The integrated come requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to analyse entirely on the effect to the formulation of regional courier and express operations strategies; and • Capable to analyse from different aspect of information and data to formulate an appropriated regional courier and express operations strategies, to coop with the operations direction of the company
Remark	