

**Specification of Competency Standards**  
**for the Logistics Industry**  
**Unit of Competency**

Functional Area - Planning and Design of Logistics Solutions

Title	Analyse market structure of air freight service
Code	LOAFPD501B
Range	This unit of competency is applicable to air freight related logistics companies. Practitioners should be capable to analyse market structure of air freight service systematically before formulating logistics solutions or services for the enterprise.
Level	5
Credit	9 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess the relevant knowledge of market structure of air freight service</p> <ul style="list-style-type: none"> <li>• Understand the basic elements of air freight service, such as flight route, goods types, value added services, etc.</li> <li>• Understand the services provided by existing service providers and contractors in the air freight industry</li> <li>• Understand the external or circumstantial factors affecting the market structure of air freight service</li> <li>• Understand the aviation industry standards and customer's requirements for air freight service</li> <li>• Understand the market demand for various types of air freight service</li> <li>• Understand the nature of various types of air freight service</li> <li>• Understand the concepts of logistics solution and strengths of competitors</li> <li>• Understand the cost structure, operations and strategies of the operations of charter flight</li> </ul> <p>2. Analyse market structure of air freight service</p> <ul style="list-style-type: none"> <li>• Make use of analytical methods to collect information and analyse the air freight service market</li> <li>• Collect different market information and sum up the market structure of air freight service</li> <li>• Predict the future changes in air freight market structure</li> <li>• Analyse the impact of the changes in market structure on the company</li> <li>• Use analytical methods of marketing management and economics to analyse the air freight service market systematically to come up with a conclusion for enterprise's consideration or reference</li> <li>• Compile reports on market services for the decision-making level to consider</li> <li>• Analyse the market changes, opportunities and development with the impact of substitutions service – Post service, express, air freight service, e-Commerce, etc</li> <li>• Analyse and suggest new system and any types of business process management (BPM) to improve the efficient and effectiveness in operations</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable to analyse the external or environmental factors, future changes of the market structure of air freight service thoroughly and their influence to the company; and</li> <li>• Capable to compile reports on market services for the decision-making level to consider.</li> </ul>
Remark	