

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

Functional Area - Sales, Marketing and Customer Services

Title	Execute district courier and express market promotion plan
Code	LOAFSM403B
Range	This unit of competency is applicable to courier and express companies and courier and express service providers. Practitioners should be capable to apply marketing theories, investigate the market trend, analyse appropriately and assess courier and express market information and future needs, execute effectively on the district courier and express market promotion plan
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess the knowledge of courier and express market promotion theories</p> <ul style="list-style-type: none"> <li>• Understand the basic marketing theory</li> <li>• Understand district market promotion plan, including: planning concepts, promotion target and expected results, etc.</li> <li>• Understand the actual operation and marketing environment of the courier and express service industry</li> <li>• Analyse consumer behaviour and the factors of using express delivery services, and master methods to use market strategies to influence consumer behaviour</li> <li>• Understand the Online commerce and e-marketing methods</li> <li>• Understand the marketing concepts, tool application and strategic application knowledge in the field of courier and express service industry marketing</li> </ul> <p>2. Execute district courier and express market promotion plan</p> <ul style="list-style-type: none"> <li>• Analyse the characteristics of the courier and express service market and target customer groups, and understand customers' motivations for using the service</li> <li>• Implement e-marketing and e-business plans</li> <li>• Implement marketing strategies for the behaviour of courier and express customer groups</li> <li>• Implement the strategy of the marketing plan to match the company's development plan and business budget, including design, promotion and promotion purposes and plans, etc.</li> <li>• Coordinate and implement the district courier and express market promotion plan</li> <li>• Evaluate various ways to improve and meet customer needs</li> <li>• Establish key performance indicator effects</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 apply market promotion theories to execute district market promotion plan as per company's target; and</li> <li>• Capable to establish key performance indicators to assess the effectiveness of promotion plan</li> </ul>
Remark	