

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Implement strategy of courier and express freight charges quotation
Code	LOAFSM405B
Range	This unit of competency is applicable to courier and express companies and any freight forwarders who offer courier and express service. Practitioners should be capable to provide the courier and express freight charges quotation to customers and implement strategy of courier and express freight charges quotation effectively.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess the knowledge relevant to courier and express freight charges</p> <ul style="list-style-type: none"> • Understand the charging concept, charging agencies and services of express delivery in the market • Understand the express cost strategies of different companies in the market, including various types, measurements, tariffs/taxes, etc., cost standards and calculations for each item • Understand customer's requirements for express service • Understand factors affecting the quotation of express freight • Understand the advantages and disadvantages of different companies in the express freight quotation strategy and their effectiveness <p>2. Implement strategy of courier and express freight charges quotation</p> <ul style="list-style-type: none"> • Consider the characteristics of each region, type of goods, etc., to formulate different implementation quotation strategies • Test the sensitivity of different strategies to targets such as revenue or market share • Establish guidelines to the marketing department • Explain the implementation of the quotation strategy to the marketing department • Formulate reports and company indicators • Regularly receive feedback and review the effectiveness to revise the strategy
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to formulate and execute express freight quotation strategies and indicators; • Capable to lead the sales team to implement related work to achieve company targets; and • Capable to make appropriate revisions based on the effectiveness of the company's target effective management strategy
Remark	This UoC is adopted from the Logistics UoC LOAFSM301A. The QF level is adjusted from level 3 to level 4.