

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Formulate marketing strategy of express market
Code	LOAFSM502B
Range	This unit of competency is applicable to all sea freight, air freight and courier and express operators. Practitioners should be capable to formulate marketing strategy according to company's operation policies and development direction.
Level	5
Credit	9 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess the relevant knowledge about courier and express marketing strategy</p> <ul style="list-style-type: none"> • Understand courier and express marketing strategies of different companies • Understand the main environmental and psychological factors that affect the company's service requirements, such as: socio-economic conditions, currency changes, consumer demand, market structure, competitor behaviour and future trends • Understand the concepts of marketing, and grasp the company's current status and future development • Understand different types of express customers, including the status of their business, future changes and development, business characteristics, demand for services, turnover brought by personnel relations, etc. • Understand competitors in the courier and express market, including their business status, future changes and development, services provided, personnel relations, market share, etc. • Understand express-related commercial laws and regulatory requirements related to marketing • Understand the basic marketing elements and concepts, such as promotion, market research, product mix and sales management • Understand the interface of express market strategy, such as customer service, price, image • Understand the future trends and development plans of major market participants, market leaders, key subcontractors and customers on a short-term, medium- and long-term basis • Know how to use market data, including consultant reports, to develop appropriate express market strategies for the company • Understand the service product strategy, market analysis skills, marketing strategy, public relations skills, consumer behaviour, economics, accounting and financial concepts, etc. <p>2. Formulate courier and express marketing strategy</p> <ul style="list-style-type: none"> • According to the supply and demand of services in the express market, the company's market positioning and other factors, evaluate the potential risks and benefits of the company's development • Choose a market strategy and marketing channel suitable for the company's development • List the overall marketing strategy, including clear goals, detailed and complete market research, service development to meet market needs, publicity activities, perfect distribution channels, proper administration and accurate effectiveness evaluation • Analyse the results and information of all promotion plans, so as to analyse and formulate future marketing strategies, and add regional elements

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	<ul style="list-style-type: none"> • Design a propaganda image, slogan and direction suitable for the company's development • Compile a report to explain the formulation of market strategies • Coordinate with relevant associations and government agencies and other relevant parties to develop new market opportunities through the combination or diversification of existing products and marketing strategies • Obtain regularly opinions from internal and external customers to reformulate marketing strategies, including temporary, short-term, medium-term and long-term basis • Apply new technologies (such as applied media) to promote new marketing tools
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency are :</p> <ul style="list-style-type: none"> • Capable to conduct market research and formulate appropriate express marketing strategies in accordance with the company's express delivery policy and development direction; and • Capable to analyse and use market analysis data to suggest marketing strategies for entering the market
Remark	