

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

Functional Area - Sales, Marketing and Customer Services

Title	Formulate strategy of courier and express freight quotation
Code	LOAFSM503B
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 formulate strategy of courier and express quotation when such quotations are made to customers.
Level	5
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"> <li>• 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</li> <li>• Understand the charging concepts, charging agencies and services of express delivery in the market</li> <li>• Understand the supply and demand of express service and the company's market positioning</li> <li>• Understand the composition of express delivery prices, the classification and calculation of freight rates, and the ability to grasp the relationship between price and cost</li> <li>• Understand the calculation of the intermodal price, understand the charges, operating costs and calculation methods of each operation mode of land, sea and air</li> <li>• Understand customer's requirements for express service</li> <li>• Understand the advantages of freight services and value-added services provided by the company</li> <li>• Understand factors affecting the quotation of express freight</li> </ul> <p>2. Formulate the strategy of courier and express freight quotation</p> <ul style="list-style-type: none"> <li>• Formulate the purpose of the quotation strategy</li> <li>• Formulate quotation strategies according to different factors such as different regions and types of goods</li> <li>• Examine the sensitivity of different strategies to targets such as revenue or market share</li> <li>• Formulate quotation guidelines to marketing department and related departments</li> <li>• Establish relevant training to relevant departments</li> <li>• Obtain regular feedback to revise the quotation strategy</li> <li>• Conduct regular meetings to review benefits and revise plans</li> </ul>
Assessment Criteria	<p>This integrated outcome requirement of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable to analyse the factors that affect the express freight quotation, and formulate express freight quotation strategies to match the company's operating policy; and</li> <li>• Capable to formulate quotation guidelines and provide relevant training to relevant departments to ensure that the express freight quotation work is carried out effectively</li> </ul>
Remark	