

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Operations Management

Title	Release industry-related information and business reports
Code	LOCUOM517B
Range	This unit of competency is applicable to sea freight, air freight and express operators. Practitioners should be capable to release internally to the company and externally to governmental departments, customers, media and industry associations industry-related information, business reports and corporate development strategies on behalf of the company to ensure the relevant information is released correctly and effectively.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand industry-related information and business reports</p> <ul style="list-style-type: none"> • Understand the business operation and market conditions of the logistics industry • Master the overall business development, strategies, policy and objectives of the company • Master the promotion and sales techniques in the logistics market • Master basic public relation techniques such as the use of language, selection of venue and channel for release, response techniques, etc. • Possess good communication skills and attitude • Understand the forms, content and functions of business reports • Knowledge of sources to capture the most market resources, condition of the industry • Establish the details and insight captured from the market for better decision-making of the company <p>2. Release industry-related information and business reports</p> <ul style="list-style-type: none"> • Analyse the status of the company in the industry • Analyse type and nature of information to be released • Analyse the purposes and anticipated effects of information to be released • Analyse audience's background to see if they are familiar with the operation of the industry or have interest involved • Analyse characteristics of release channels such as newspaper and website, and select suitable channels and approaches • Determine the focus, arrangement and design with respect to the target listeners, channels and information to be released • Prepare the contents of the industry-related information and business reports • Ensure correct information to recipients effectively • Analyse the best and efficient methods to capture the market information • Establish analyse tools to interpret the market information to help the decision-making of the company
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to analyse the content, purposes and predicted feedback of the industry-related information for selecting as part of the industrial related messages and business report; and • Capable to select effective channels to release effectively industry-related information and business reports in accordance with the company policy.
Remark	