

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Implement the overall marketing plan
Code	LOCUSM403B
Range	This unit of competency is applicable to all sea freight, air freight, and express operators. Practitioners should be capable to apply marketing theories to explore marketing direction, properly analyse and assess market information and future demand, and implement the overall marketing plan effectively.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand marketing theories</p> <ul style="list-style-type: none"> • Understand overall market promotional plan including the concepts, promotional targets, main points and intended outcome, etc. • Understand the actual operation and sales environment of the logistics industry • Analyse consumer behaviour and their decision-making process in service consumption, and master the method of using marketing strategies to influence consumer behaviour • Master online trading and e-market promotional method • Master the marketing and sales concepts in the sales spectrum of the logistics industry, tool application and strategic application knowledge <p>2. Implement overall marketing plan</p> <ul style="list-style-type: none"> • Analyse market and target customer segments' characteristics, and customers' service consumption motives • Formulate e-marketing and e-commerce plans to monitor the promotional outcome • Formulate marketing strategies that target at consumer behaviour • Devise strategies for implementing marketing plans to tally with company's development plan and business budget including design, advertising and marketing objectives and plans, etc. • Organise and implement concrete work related to the marketing plan • Assess different ways to improve and satisfy customer needs including location of production and service facilities, design, equipment and staff outfit, to meet customer needs and achieve higher profit • Establish measurement to measure the result of marketing plan against target for future planning and redevelopment
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to apply marketing theories to analyse and assess the logistics market sales concepts; and • Capable to analyse the characteristic of the market and target customers and organise and implement solid general market development tasks
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