

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

Functional Area - Sales, Marketing and Customer Services

Title	Assess the overall marketing plan and performance indices
Code	LOCUSM404B
Range	This unit of competency is applicable to all sea freight, air freight, and express operators. Practitioners should be capable to analyse and assess the market situation of the logistics industry and the overall marketing plan, and formulate and review performance indices to facilitate the company to formulate development direction for future promotional work.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand market situation of the logistics industry</p> <ul style="list-style-type: none"> <li>• Understand the overall marketing strategy set by the company including intended objectives, ways to achieve the objectives, format of promotional activities, time, intended market reaction and intended sales volume brought about by the promotional activities</li> <li>• Possess market analysis techniques, and analyse the effectiveness of marketing promotion by collecting market data</li> <li>• Understand the current situation and the future development of the logistics industry including local market, the market of Mainland China and various targeted markets overseas, etc.</li> <li>• Understand the development potential of various targeted markets, their market and sales structures, and their current market direction, etc.</li> <li>• Establish key performance indicators to measure the efficiency and effectiveness of the marketing plan</li> <li>• Review the performance and enhance system with internal and external parties on the compliance</li> </ul> <p>2. Assess the overall marketing plan and performance indices</p> <ul style="list-style-type: none"> <li>• Formulate various marketing strategies for targeted markets, plans and performance indices according to company's promotion objectives</li> <li>• Assess the marketing plans implemented by the company such as attracting target consumer segments successfully, enhancing the overall market coverage of a brand and achieving expected sales volume, etc.</li> <li>• Review promotional strategies by different scenarios including market demand, the effectiveness of marketing promotion and competitors' actions, and adjust relevant marketing plans in accordance with market demand and changes</li> <li>• Perform timely and effective assessment according to marketing performance and effectiveness at various promotional stages, ascertain the direction for service improvement and make timely improvement on services that are poor in effectiveness according to the assessment results</li> <li>• Compile a review report regularly to assess the results of promotional plan</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable to analyse and assess the marketing plan of the logistics industry, and formulate and review performance indices; and</li> <li>• Capable to establish key performance indicators to measure the result of marketing plan and report regularly</li> </ul>
Remark	