

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Analyse current market situation and trend of the logistics industry
Code	LOCUSM405B
Range	This unit of competency is applicable to all sea freight, air freight and express operators. Practitioners should be capable to collect relevant market data accurately to analyse current market situation and trend of the logistics industry.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand logistics market data collection and analysis</p> <ul style="list-style-type: none"> • Understand different channels of collecting logistics market data and organise and consolidate data collected, such as: <ul style="list-style-type: none"> ○ Consumer/customer survey ○ Focus group ○ Market information ○ Information of the industry ○ Statistical figures • Understand the tools for market analysis, such as: <ul style="list-style-type: none"> ○ Marketing segmentation ○ Marketing position map ○ Scenario building ○ Casual analysis • Understand current market situation and the trend of the logistics industry, including the local market, the Mainland market and various targeted markets overseas • Know how to analyse the development potential, sales structure and existing direction for various targeted markets overseas <p>2. Apply the results of market analysis</p> <ul style="list-style-type: none"> • Analyse the market supply and demand for logistics services and company's market share according to data collected, and make in-depth analysis on market environment, consumers and the market trend • Design services to meet consumer needs by focusing on the existing and new targeted consumer groups according to targeted market positioning and trend forecast • Provide market analysis data to help compile logistics services project proposals • Discuss with relevant departments and share the analysis results, key performance indicators requirement, and modify accordingly • Select suitable analytical report for relevant customers' information with the base of pre-set key performance indicators
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to collect relevant logistics market data for systematic analysis, market trend forecast and flexible provision of new services
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