

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

Functional Area - Sales, Marketing and Customer Services

Title	Analyse customers business performance
Code	LOCUSM411B
Range	This unit of competency is applicable to sea and air freight forwarders, courier and express companies. Practitioners should be capable to obtain data from customers, and analyse the business performance through the data to allow the company to understand the business performance of major customers and provide the foundation of providing tailor-made transport and logistics services accordingly.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess the basic knowledge of analysis of customer business performance</p> <ul style="list-style-type: none"> <li>• Understand the situation of the customer's industry</li> <li>• Know how to apply the basic knowledge of statistics and statistical analysis tools</li> <li>• Understand the methods and tools for collecting data and intelligence</li> <li>• Understand good communication skills</li> <li>• Understand the flow and procedures of freight and logistics operations</li> <li>• Understand the derivative demand concepts of freight and logistics operations</li> </ul> <p>2. Analyse customer business performance</p> <ul style="list-style-type: none"> <li>• Establish a data collection mechanism for customers</li> <li>• Analyse the services provided and business performance of customers</li> <li>• Obtain customer's business transaction data and conduct statistical analysis</li> <li>• Obtain the latest information from customers regularly</li> <li>• Analyse the amount of cargo handled by the company in the customer's business</li> <li>• Analyse the opportunities and feasibility of increasing cargo volume handled</li> <li>• Analyse and expand the opportunities and feasibility of handling other goods</li> <li>• Analyse the company's future development direction whether any beneficial to customers</li> <li>• Compile customer business analysis report</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable to obtain customers' data for analysis</li> <li>• Capable to provide an effective analysis and compile customer business performance analysis reports as per the development of both customers themselves and the company</li> </ul>
Remark	