

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Assess the demand for the services of the logistics industry and formulate sales budgets
Code	LOCUSM501B
Range	This unit of competency is applicable to all sea freight, air freight, and express operators. Practitioners should be capable to assess sales condition and formulate corresponding budgets effectively by analysing and assessing various factors affecting sales condition.
Level	5
Credit	9 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of mastering sales trend and budgeting</p> <ul style="list-style-type: none"> • Master data analysis techniques such as statistics • Understand the applications of statistical software • Master factors of consideration in making sales assessment, including past sales data, previous year's sales data, sales growth rate and competitors' sales volume, etc. • Understand economic atmosphere, including global economic atmosphere, performance of the financial market, price rise and fall, and consumption propensity, etc. • Master overall logistics and express industry, including demand, current situation and future trend, etc. • Understand company factors, including market positioning, marketing strategy and market share, etc. • Understand other factors affecting sales, including climate and festivals, etc. • Understand global cargo flows and trend to plan for the sales budget • Knowledge of sales commission, incentive and other motivation scheme that the best suit for the company and can achieve company's sales budget • Knowledge of sales budget development based on the company's target and objective • Understand the financial issues, impact and concern among transaction that can affect the sales budget <p>2. Formulate sales budgets</p> <ul style="list-style-type: none"> • Apply data analysis techniques such as statistics, and apply relevant knowledge to assess the demand for the services of the logistics industry and formulate corresponding budgets • Formulate sales budgets according to different factors for consideration, including: <ul style="list-style-type: none"> ○ Cross-checking company's past sales condition ○ Considering market situation from now on ○ Actions taken by market competitors ○ Tallying with company's direction or strategies in operation • Coordinate with relevant departments, and discuss areas that requires attention in formulating sales budgets • Modify sales budgets in accordance with the market situation and other variables, so as to reflect the market situation properly and inform relevant departments of the modifications made • Formulate budget by products, trades and other combination in line with the company's structures or functional requirement and help to allocate the revenue properly • Coordinate with finance department to understand and include the financial cost and other hidden cost among the transaction as consideration of sales budget
Assessment Criteria	The integrated outcome requirements of this unit of competency are:

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	<ul style="list-style-type: none">• Capable to apply knowledge related to sales condition and budgeting to assess sales condition effectively; and• Capable to predict achievable sales target within specific time period and formulate corresponding budgets accurately by analysing and assessing various factors affecting sales condition
Remark	