

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

Functional Area - Sales, Marketing and Customer Services

Title	Plan business development strategies and explore new markets
Code	LOCUSM503B
Range	This unit of competency is applicable to all sea freight, air freight and express operators. Practitioners should be capable to plan company business development strategies and explore new markets according to different market situations and needs by understanding the market situation of the logistics industry.
Level	5
Credit	9 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the market situation of the logistics industry</p> <ul style="list-style-type: none"> <li>• Understand the market of the logistics industry and its competitors, including geographical environment, political environment, policies for attracting foreign investment, policies for attracting talents, environmental protection policies, taxation system, legal system, infrastructure projects and supporting facilities, government strategies with regard to the future development of and investment for the logistics industry and local culture, etc.</li> <li>• Understand the hidden problems of the logistics industry, including barriers against e-logistics development, problems about competition for target market and outflow of talents</li> <li>• Understand the market opportunity of the logistics industry, including Hong Kong's role as an entrepot and the business opportunity in working with the Mainland China</li> <li>• Understand the market challenges faced by the logistics industry, particularly the influence of the Mainland China and Southeast Asia countries on local logistics industry</li> <li>• Understand the latest market development of the logistics industry, particularly the development of e-logistics</li> <li>• Understand other regions' freight situation and development, as well as their short-, mid- and long-term demand for logistics services and relevant legal systems</li> <li>• Understand the new market trend development with express, post service with short-, mid- and long-term sales strategies and focus</li> </ul> <p>2. Plan company business development and explore new markets</p> <ul style="list-style-type: none"> <li>• Base on different countries' information and data about the logistics industry to understand the market situation of the logistics industry, and coordinate with internal company management level to plan future development direction by different environmental factors including market positioning, scope of business, business distribution channels, human resources and finance, etc.</li> <li>• Pay attention to existing policies or policies to be implemented by countries that are related to the logistics industry, and take proper corresponding actions in planning future development direction</li> <li>• Master the development of express, e-logistics, and coordinate with internal company management level to understand the pros and cons to business development in implementing e-logistics</li> <li>• Analyse the feasibility of and plan for the promotion of e-logistics, and understand the barriers involved</li> <li>• Analyse the development potential of various target markets and the feasibility of business development</li> <li>• Analyse the requirement and development of new niche market like Halal logistics, Remain logistics, Frozen/cold chain and other emerging markets</li> </ul>

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Assessment Criteria	The integrated outcome requirement of this unit of competency is: <ul style="list-style-type: none"><li>• Capable to understand the market situation and the future development of the logistics industry based on different countries' information and data about the logistics industry, and plan company business development strategies precisely and explore new markets.</li></ul>
Remark	