

Specification of Competency Standards for the Logistics Industry
Unit of Competency

1. Title	Release industry-related information and business reports
2. Code	LOCUOM517A
3. Range	This unit of competency is applicable to sea freight, air freight and express operators. Practitioners should be capable to release internally to the company and externally to governmental departments, customers, media and industry associations industry-related information, business reports and corporate development strategies on behalf of the company to ensure the relevant information is released correctly and effectively.
4. Level	5
5. Credit	3 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Industry-related information and business reports</p> <ul style="list-style-type: none"> ◆ Understand the business operation and market conditions of the logistics industry ◆ Master the overall business development, strategies, policy and objectives of the company ◆ Master the promotion and sales techniques in the logistics market ◆ Master basic public relation techniques such as the use of language, selection of venue and channel for release, response techniques, etc. ◆ Possess good communication skills and attitude ◆ Understand the forms, content and functions of business reports

	<p>6.2 Release industry-related information and business reports</p> <ul style="list-style-type: none"> ◆ Understand the status of the company in the industry ◆ Analyze type and nature of information to be released ◆ Analyze the purposes and anticipated effects of information to be released ◆ Analyze audience’s background to see if they are familiar with the operation of the industry or have interest involved ◆ Analyze characteristics of release channels such as newspaper and website, and select suitable channels and approaches ◆ Determine the focus, arrangement and design with respect to the target listeners, channels and information to be released ◆ Prepare the content of the industry-related information and business reports ◆ Give correct information to recipients
<p>7. Assessment Criteria</p>	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to prepare the content of the industry-related information and business reports ; and</p> <p>(ii) Capable to select effective channels to release effectively industry-related information and business reports in accordance with the company policy.</p>
<p>8. Remarks</p>	