

Specification of Competency Standards for the Logistics Industry

Unit of Competency

1. Title	Formulate strategy for global operation
2. Code	LOCUOM701A
3. Range	This unit of competency is applicable to companies of sea freight, air freight, express and relevant operators. Practitioners should be capable to analyze thoroughly all factors to formulate a strategy for global operation.
4. Level	7
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Knowledge of formulating strategy for global operation</p> <ul style="list-style-type: none">◆ Understand operation strategy◆ Understand cargo distribution patterns among different regions◆ Understand the geopolitics and social culture in different regions◆ Understand the global network of air freight, sea freight and land transport, wharf warehousing, distribution, IT infrastructure and manpower training◆ Understand the types and values of production, trading and goods sources in different regions◆ Master the connection of partners, agents and operators in different regions;◆ Master the calculations of the delivery time and costs in major city airports, gateways and transshipment sites

	<p data-bbox="384 1032 746 1173">6.2 Formulate global operation strategy</p> <ul style="list-style-type: none"> <li data-bbox="783 226 1458 524">◆ Understand the locations, connecting routes and methods of logistics service points, warehouses and production sites/ sales points in major ports, airports, gateways and transshipment sites in the region <li data-bbox="783 546 1410 680">◆ Understand the services provided by regional competitors and their market share <li data-bbox="783 703 1458 837">◆ Master the use of analytical tools such as statistical methods and operations research <li data-bbox="783 860 1442 994">◆ Understand the relationship between global logistics solutions and operation policy <li data-bbox="783 1032 1458 1122">◆ Collect data and information on external business environment <li data-bbox="783 1144 1458 1234">◆ Collect data and information on internal business environment <li data-bbox="783 1256 1283 1285">◆ Analyze data and information <li data-bbox="783 1308 1410 1397">◆ Analyze the company’s strengths, weaknesses, opportunities and threats <li data-bbox="783 1420 1458 1554">◆ Analyze the direction of the short-, mid-, and long-term development of the company <li data-bbox="783 1576 1458 1756">◆ Understand governmental restrictions on operation, such as licensing, fees and environmental protection, in different regions <li data-bbox="783 1778 1458 1868">◆ Recommend different strategic operation directions <li data-bbox="783 1890 1410 2024">◆ Analyze and assess the advantages of different operation strategies and the resources thus required
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	<ul style="list-style-type: none"> ◆ Formulate appropriate business management policy according to the company and market conditions ◆ Assess whether the existing services can cope with the business management policy ◆ Recommend new services or modify the existing ones to cope with the business management direction ◆ Examine the business direction of customers and make use of the operation strategy to meet their needs ◆ Make use of the global operation strategy to meet the needs of customers if the company has an regional or territorial operation strategy in place ◆ Recommend operation modes and strategy ◆ Compile reports to illustrate the global operation strategy
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to analyze thoroughly the factors for formulating global operation strategies and corporate business policy, and recommend appropriate operation strategy; and</p> <p>(ii) Capable to compile reports to illustrate the global operation strategy.</p>
8. Remarks	