

Specification of Competency Standards for the Logistics Industry
Unit of Competency

1. Title	Assess sales information of the industry
2. Code	LOCUSM406A
3. Range	This unit of competency is applicable to all sea freight, air freight and express operators. Practitioners should be capable to assess sales information accurately to ensure effective business operation of the company.
4. Level	4
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Tools and methods for sales trend analysis</p> <ul style="list-style-type: none"> ◆ Understand the business policy and sales goal of the company ◆ Understand current market situation of the industry ◆ Understand the company's sales strategy, methods and channels ◆ Master various kinds of methods for sales market analysis, such as marketing cost analysis ◆ Master methods for data trend estimation, such as moving average and regression analysis ◆ Understand the calculation of market share ◆ Master basic knowledge of statistics ◆ Understand the channels in obtaining market information and intelligence <p>6.2 Assess sales trend</p> <ul style="list-style-type: none"> ◆ Obtain market data, information and intelligence ◆ Assess actual sales condition with regard to the policy and sales goal of the company

	<ul style="list-style-type: none"> ◆ Analyze causes of the change in sales performance ◆ Measure sales performance differentials ◆ Analyze the change in market share ◆ Analyze the effectiveness of the sales channels and network ◆ Analyze sales strategies of the competitors ◆ Offer suggestions or solutions to strengthen the sales strategy ◆ Assess the advantages and disadvantages of different suggestions and their effects on the company ◆ Compile reports and use diagrams to illustrate the assessment of sales trend
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to use analytical tools, market data and information to assess sales trend accurately; and (ii) Capable to compile reports to illustrate the information assessment results and offer suggestions on formulation of effective sales strategy to the management level.
8. Remarks	