

Specification of Competency Standards for the Logistics Industry

Unit of Competency

1. Title	Analyze customer's business condition
2. Code	LOCUSM411A
3. Range	This unit of competency is applicable to all sea freight, air freight and express operators. Practitioners should be capable to collect data and conduct analysis on customer's business condition in order to understand the business of and provide more suitable transport and logistics services to the customer.
4. Level	4
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Basic knowledge of conducting customer's business analysis</p> <ul style="list-style-type: none"> ◆ Understand the work flow and procedures of the transport and logistics operation ◆ Understand the derived demand of the transport and logistics operation ◆ Master the situation of the customer's trade ◆ Master basic knowledge and analytical tools of statistics ◆ Master the methods and tools for data and information collection ◆ Master good communication skills <p>6.2 Analyze customer's business condition</p> <ul style="list-style-type: none"> ◆ Establish data collection mechanism for the customer ◆ Understand the services provided by or sales condition of the customer ◆ Collect customer's freight data for statistical analysis ◆ Obtain latest information regularly from the customer

	<ul style="list-style-type: none"> ◆ Analyze the percentage of cargo volume handled by the company in customer's business ◆ Analyze the opportunity and feasibility of increasing cargo handling volume ◆ Analyze the opportunity and feasibility of expanding cargo handling service to other products ◆ Analyze the development trend of the company and what kind of development will benefit the customers ◆ Compile customer's business analysis report
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are :</p> <p>(i) Capable to collect customer's data for analysis; and</p> <p>(ii) Capable to analyze effectively with respect to the development of both the customer and the company, and compile customer's business analysis report.</p>
8. Remarks	