

Specification of Competency Standards for the Logistics Industry

Unit of Competency

1. Title	Formulate sea freight-based strategies for fourth-party logistics (4PL)
2. Code	LOGGEL601A
3. Range	This unit of competency is applicable to sea freight companies. Practitioners should be capable to provide a network linking the services of various business partners and customers, and formulate strategies to develop and upgrade the company to provide 4PL services.
4. Level	6
5. Credit	12 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Knowledge of 4PL</p> <ul style="list-style-type: none">◆ Understand the concepts and functions of 4PL◆ Master the needs of the trade, business partners and customers◆ Understand the characteristics of sea freight services, the trend of using electronic platforms in the logistics operation and the main obstacles◆ Master the development of information technology and e-commerce◆ Master the development of electronic security in areas of information technology, network platforms and e-commerce◆ Understand customers' liaison and activities with other sectors, organisations and government departments◆ Understand the needs of the human resources, capital, systems and technologies for 4PL

	<p>6.2 Formulate the sea freight-based strategies for 4PL</p> <ul style="list-style-type: none"> ◆ Assess the feasibility of a 4PL network platform <ul style="list-style-type: none"> • The advantages and disadvantages of setting up a platform by an enterprise • The use of the platform as a competitive tool to retain and attract customers ◆ Formulate the operational procedures for using various kinds of services connected in and out of the industry ◆ Assess the tendency of using 4PL by customers and their need for specific services ◆ Assess the impact of the 4PL network platform on the revenues of major sea freight business, the expansion of market share and the cost effectiveness of market leadership ◆ Decide on the strategies and select feasible solutions ◆ Formulate implementation plans or schedules, organise working groups and seek for technical support
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to establish a 4PL platform, in line with the market development, for the sea freight enterprise; provide appropriate services and linkage to maintain business partnership or provide meaningful value-added services; and</p> <p>(ii) Capable to formulate effective plans to establish the 4PL platform as a useful tool for market competition and position the enterprise as a market leader.</p>
8. Remarks	