

Specification of Competency Standards for the Logistics Industry

Unit of Competency

1. Title	Formulate sea freight operation strategy	
2. Code	LOGGOM515A	
3. Range	This unit of competency is applicable to shipping companies and relevant operators. Practitioners should be capable to formulate the sea freight operation strategy to achieve the goals of the company.	
4. Level	5	
5. Credit	12 (for reference only)	
6. Competency	<u>Performance Requirements</u>	
	6.1 Knowledge of sea freight operation	<ul style="list-style-type: none"> ◆ Understand the vision, and the short- and long-term goals of the company ◆ Understand the routines and work processes of the company ◆ Master process analysis tools, such as operations research and statistics ◆ Understand the operation process of sea freight ◆ Understand the work and scope of sea freight operation ◆ Master the operation strategies of competitors of the trade ◆ Master costing and financial analysis ◆ Master the use of market analysis tools, such as games theory ◆ Understand the requirements of customers
	6.2 Formulate sea freight operation strategy	<ul style="list-style-type: none"> ◆ Assess the SWOT of the company ◆ Assess the existing mode of operation, efficiency and standard of service ◆ Identify the processes and procedures that need to be improved

	<ul style="list-style-type: none"> ◆ Recommend different directions and ways for enhanced operation according to company’s development strategy ◆ Establish the assessment criteria and principles according to the development strategy of the company ◆ Assess the directions and ways for enhanced operations according to the assessment criteria and principles ◆ Assess the costs and financial pressure of different operation strategies ◆ Apply tools like games theory to analyze the expected results of different operation strategies ◆ Select the best operation strategy ◆ Formulate the process management standards for sea freight ◆ Compile reports to illustrate the formulation of the operation strategy ◆ Assess the resources required for operational management ◆ Compile user and operation guidelines for different departments of the company
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency:</p> <p>(i) Capable to formulate the sea freight operation strategy to achieve the business goals of the company.</p>
8. Remarks	