

Specification of Competency Standards for the Logistics Industry

Unit of Competency

1. Title	Formulate ship sailing strategy
2. Code	LOGGOM603A
3. Range	This unit of competency is applicable to shipping companies and relevant sea freight operators. Practitioners should be capable to formulate the strategy on ship sailing according to corporate requirements so as to meet the changing needs of the market.
4. Level	6
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Knowledge of strategy on ship sailing</p> <ul style="list-style-type: none">◆ Understand the importance and influence of ship sailing strategy on corporate development strategy◆ Understand the company, including operation mode, development strategies, market positioning, financial position, technical support, etc.◆ Understand the current situation, future development direction, strengths, weaknesses and limitations of market competitors◆ Understand the current situation and the trend of the overall shipping market, including:<ul style="list-style-type: none">• Source, type and quantity of goods• Mode of import and export, such as transshipment or direct import/export• Market coverage• Connection with other routes• Solicit market information and understand customers' requirements

	<p>6.2 Formulate strategy on ship sailing</p> <ul style="list-style-type: none"> ◆ Understand port conditions, such as the number of berths, port facilities and limitations and routines ◆ Coordinate with other departments on ship operation and deployment of other facilities ◆ Analyze market information and customer feedback regarding the performance of the existing routes and schedules and improvements needed ◆ Formulate new routes and schedules or re-route and re-schedule according to market information and customer needs so as to meet the market needs ◆ Analyze strategies and behaviour of competitors and make suitable moves for a larger market share ◆ Inform relevant departments and customers of the new routes and schedules
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to formulate the vessel sailing strategy according to the company's procedures and requirements so as to meet the needs of the market and customers.</p>
8. Remarks	