

Specification of Competency Standards for the Logistics Industry
Unit of Competency

1. Title	Analyze sea freight market demand
2. Code	LOGS5M501A
3. Range	This unit of competency is applicable to all kinds of logistics companies, forwarders, shipping companies and relevant operators. Practitioners should be capable to analyze sea freight market demand and formulate strategies to protect the interests of the company.
4. Level	5
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Knowledge about sea freight market</p> <ul style="list-style-type: none"> ◆ Master the knowledge about container, including the size, type, use, etc. ◆ Understand the major classification of cargoes, including normal cargoes, frozen cargoes, dangerous cargoes, cargoes that are ultra high, ultra wide and ultra long, etc. ◆ Understand the overview of the sea freight market, including the demand for sea freight, current situation of the industry and future trend, etc. ◆ Understand customer types and demand <ul style="list-style-type: none"> • Long-term customers • General customers • Project cargo customers ◆ Understand activities and market strategies of competitors

	<p>6.2 Analyze sea freight market demand</p> <ul style="list-style-type: none"> ◆ Master the factors affecting the customer demand of the sea freight market, including government regulations in different areas, customs restrictions, dangerous goods and prohibited articles, goods declaration mechanism, climate and festivals, global economic atmosphere, performance of the financial market, and consumption tendency, etc. ◆ Master data analysis techniques such as statistics ◆ Master the application of statistical software ◆ Analyze sea freight customer demand ◆ Understand customer demands for sea freight services ◆ Formulate suitable strategies for sea freight services to attract new customers ◆ Understand the need and feasibility of developing new routings according to the sea freight market demand ◆ Understand the latest technologies or techniques and use in sea freight services to enhance the service level
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to analyze characteristics of various types of containers and the customer demand, so as to formulate strategies to meet the market and customer demand and provide customers with quality services.</p>
8. Remarks	