

Specification of Competency Standards for the Logistics Industry

Unit of Competency

1. Title	Analyse market data
2. Code	LOCUSM602A
3. Range	This unit of competency is applicable to logistics service providers. Practitioners should be able to apply business and marketing knowledge to interpret market trend and market development.
4. Level	6
5. Credit	6 (for reference only)
6. Competency	<u>Performance Requirements:</u>
	<p>6.1 Know about marketing research</p> <ul style="list-style-type: none"> • Know about the principles of marketing research • Understand the international business environment of logistics related industries <p>6.2.1 Interpret trends and market developments</p> <ul style="list-style-type: none"> • Collect relevant qualitative information and quantitative data for analysis purposes • Use relevant analytical tools to interpret data and identify market development and trend • Analyse developments and trends within Hong Kong and relevant international settings for their potential impact on international business activity within target market • Identify cultural aspects that may impact on international business activity within target market • Apply statistical measurements to analyse and interpret market data • Conduct qualitative analysis of market information with relevant techniques (e.g., SWOT) to review international business performance <p>6.2.2 Interpret competitor market performance</p> <ul style="list-style-type: none"> • Analyse existing and potential competitors' market performance to determine potential opportunities or threats • Compare with competitors' market performance to identify market position <p>6.2.3 Report on market data</p> <ul style="list-style-type: none"> • Interpret market data for presentation • Ensure report's content, format and level of detail meet organisational requirements • Submit findings and reports <p>6.3 Use the findings to determine the attractiveness of a market</p> <ul style="list-style-type: none"> • Use the findings to present such marketing information as market trends, market size, market growth rate, market profitability, industry cost structure, and key success factors • Use the findings to evaluate the attractiveness of a market and as a guide to make marketing decisions
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of analysing market data to target marketing activities and develop marketing plans • Capable of analysing and reporting market data, including interpreting trends and market developments and competitor market performance data • Capable of documenting results of analysis in a report • Capable of applying knowledge of cultural, historical, political, economic and general knowledge of international events that may have an impact on local or international business activity • Capable of presenting findings to facilitate the making of marketing decisions
8. Remarks	