

**Specification of Competency Standards**  
**for the Logistics Industry**  
**Unit of Competency**

Functional Area - Operations Management

Title	Formulate business service strategic plans
Code	LOSAOM601B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be capable of performing senior roles in the organisation and have responsibility to positioning the company's long term viability and success. Practitioners should apply relevant managerial skills to analyse the company's present position and to develop business service strategic plans
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of strategic analysis</p> <ul style="list-style-type: none"> <li>• Understand company's present position and future aspirations</li> <li>• Understand the concept of sales analysis and study</li> <li>• Know about logistics and related industries development trend</li> <li>• Know about company's vision, mission, objectives and goals.</li> <li>• Know about principles of strategic analysis</li> <li>• Know about the approach to develop and implement strategic plans</li> </ul> <p>2. View organisational vision and mission</p> <ul style="list-style-type: none"> <li>• Communicate with stakeholders to confirm that company's vision and mission are still prevail</li> <li>• Make changes or refinements to vision or mission where appropriate</li> <li>• Review or develop company's values and culture to support its vision and mission statement</li> <li>• Define strategic plans as per company vision, mission, objectives and value,</li> <li>• Gain support from relevant personnel for strategic planning process</li> </ul> <p>3. Analyse the internal and external environment</p> <ul style="list-style-type: none"> <li>• Determine information requirements or conduct research to collect relevant information and identify industry best practice</li> <li>• Adopt PESTLE, marketing power and related tools to review environment</li> <li>• Seek advice from appropriate experts as required</li> <li>• Conduct SWOT analysis to identify organisation's strengths, weaknesses, opportunities and threats</li> <li>• Define numerous possible options and combination</li> <li>• Assess and define company's existing resources as per strategic plans</li> </ul> <p>4. Formulate strategic plan</p> <ul style="list-style-type: none"> <li>• Document relevant research findings and background information for inclusion in the strategic plan</li> <li>• Formulate strategic objectives and relevant business strategies for the future development</li> <li>• Detail each strategy with an assigned priority, a timeframe, and responsible personnel or parties with measurable performance indicators</li> <li>• Circulate the strategic plan to relevant personnel for comment, support and endorsement</li> <li>• Prioritise the strategic plan with management staff for their comment and review</li> <li>• Develop key performance indicators and measurement tools to measure the progress</li> </ul>

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	<ul style="list-style-type: none"> <li>• Develop contingency plan and risk management plan</li> </ul> <p>5. Implement strategic plan</p> <ul style="list-style-type: none"> <li>• Communicate strategic plan to all relevant personnel</li> <li>• Organise briefing sessions to notify relevant personnel with their specific role in relation to the implementation of business strategies</li> <li>• Use performance indicators to monitor progress in implementation</li> <li>• Make refinements to plan wherever necessary</li> <li>• Evaluate achievements of objectives on a regular basis</li> </ul> <p>6. Review strategic plan</p> <ul style="list-style-type: none"> <li>• Critically review effectiveness of plan</li> <li>• Develop effective methods for future improvement in strategic planning processes</li> <li>• Determine suitable performance reward scheme</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable of conducting analysis to assess organisation's internal and external environment;</li> <li>• Capable of formulating strategic plan which includes objectives, strategies, timeframes, performance indicators and implementation of strategic plans; and</li> <li>• Capable of reviewing strategic plan.</li> </ul>
Remark	