

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

Functional Area - Sales, Marketing and Customer Services

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| Title      | Formulate global courier and express service strategies   |
| Code       | LOSASM701B  |
| Range      | This unit of competency is applicable to logistics service providers. Practitioners should be capable of analysing the global related factors of courier and express operation to formulate global courier and express service strategies of the company  |
| Level      | 7   |
| Credit     | 9 (For Reference Only)  |
| Competency | <p>Performance Requirements</p> <p>1. Understand the global strategies of courier and express service</p> <ul style="list-style-type: none"> <li>• Understand global courier and express business strategy</li> <li>• Understand different regions of the company about their geographic location, culture, political issues and other factors and their interrelationships</li> <li>• Understand global network of air cargo, sea and land transportation, warehousing and distribution, IT infrastructure and other required and available resources of the company</li> <li>• Understand type and value of production, trade, and source of goods at each location and current market practices</li> <li>• Understand the capabilities and availability of partners, agents and operators in different regions and their courier and express services</li> <li>• Understand the global courier and express service points, warehouse facilities, sales points... different routes and methods</li> <li>• Understand the global market competition and its market share in the global courier and express delivery business</li> <li>• Understand different types of key performance indicators and how companies apply information and data to improve profitability, effectiveness and operational efficiency</li> <li>• Know how to calculate the delivery time and cost of the company and the market's major cities, routes and transit stations</li> <li>• Know how to obtain analysis tools to measure the output of the operation</li> </ul> <p>2. Formulate global courier and express business strategies</p> <ul style="list-style-type: none"> <li>• Analyse data and information collected in internal and external business environments</li> <li>• Study the strengths, weaknesses, opportunities and threats of the company's development strategy</li> <li>• Assess the company's short, medium and long-term global development strategies</li> <li>• Evaluate operating restrictions in various regions, including licenses, taxes, fees, and other relevant laws and regulations and their future trends and developments</li> <li>• Propose different global strategic about operation directions</li> <li>• Evaluate different operating strategies and current resources and provide recommendations</li> <li>• Formulate the most effective business management policies based on market conditions and company plans</li> <li>• Assess the current courier and express service capabilities, and propose improvement measures to respond to business management policies</li> <li>• Suggest new courier and express services or change current services to deal with the company's future business direction</li> <li>• Evaluate the business direction and development trend of global customers and markets to modify operation strategies</li> <li>• Develop synergies between cities and countries by integrating current and future courier and express business capability and availability</li> </ul> |

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|                     | <ul style="list-style-type: none"><li>• Establish the most suitable operation mode and strategy</li><li>• Establish key performance indicators and different management reports to maximise the effectiveness of global operations strategies</li></ul>  |
| Assessment Criteria | <p>The integrated outcome requirement of this unit of competency are:</p> <ul style="list-style-type: none"><li>• Capable of analysing the global related factors to formulate the company's global courier and express business strategy;</li><li>• Capable of recommending appropriate global courier and express business strategies to achieve the company's business development and global courier and express business goals; and</li><li>• Capable of establishing key performance indicators and different reports to measure the effectiveness of global courier and express business strategies</li></ul> |
| Remark              |  |