

Specification of Competency Standards
for the Manufacturing Technology Industry
Unit of Competency

Functional Area - Business Strategies

Title	Formulate corporate development strategies
Code	106605L7
Range	This unit of competency is applicable to each manufacturing technology corporation. Practitioners should be capable to base of the analysis results of foreign and local market cultural conditions and competitive environment, formulate corporate development goals and strategies in short and long terms, and ensure that the staff clearly understand the corporate goals and strategies.
Level	7
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand relevant knowledge of corporate development strategies formulation <ul style="list-style-type: none"> • Understand the product characteristics, sales objects, advantages of manufacturing technology and corporate governance and operations of the corporation • Understand the level of corporate management system and operation mode of the analytical methods such as SWOT analysis. • Understand the industry benchmark levels. • Understand the situation and the level of other competitors in the industry. 2. Formulate corporate development strategies <ul style="list-style-type: none"> • Carry out system analysis at the level of corporate management and operation mode, such as the SWOT analysis • Analyse the level of corporate technologies and facilities Collect other competitors development information for analysis reference and make comparison with the industry benchmark levels Formulate corporate development goals • Review the corporate mission, vision and core values • Formulate long-term and short-term business development strategies, such as corporate strategies, business operations strategies, human resource management strategies, financial strategies, service development strategies, risk management strategies, and corporate communication channels 3. Professional handling of corporate development strategies formulation <ul style="list-style-type: none"> • Ensure that corporate policies meet the latest developments • Compliance with local laws to protect the interests of corporation • Prevent any abuse or corruption during the corporate development strategies formulation process
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to base on the corporate advantages and levels, as well as the market conditions, formulate long-term and short-term corporate development strategies
Remark	