

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Analyse market data
Code	LOCUSM602B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be able to apply business and marketing knowledge to analyse market trend, market development and market data.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Know about marketing research</p> <ul style="list-style-type: none"> • Understand the international business environment of logistics related industries • Understand big data and its development • Understand reliable sources of marketing information and intelligence • Understand the marketing plan and resources and market position of the company • Understand the potential influence factors to the global market development like interest rates development, trade war development, political changes, new regulations and restriction, embargo, etc. • Understand the historical trend of the market information • Know about the principles of marketing research <p>2. 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 • Compare the research result with reliable publication release • Share the view of the market with the global customers and business partners of the company for additional input and comment • 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 • Apply qualitative analysis of market information with relevant techniques (e.g., SWOT) to review international business performance • Apply historical data to predict the potential impact of the trend <p>3. 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 • Analyse existing and potential customers' market information to determine potential opportunities or threats <p>4. Report on market data</p> <ul style="list-style-type: none"> • Interpret market data for presentation • Report result and provide recommendations • Take appropriate action • Ensure report's content, format and level of detail meet organisational requirements • Submit findings and reports

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	<p>5. 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
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 completely; and • Capable of presenting findings to facilitate the making of marketing decisions
Remark	