

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

Functional Area - Planning and Design of Logistics Solutions

Title	Monitor merchandising activities
Code	LOSAPD405B
Range	The unit of competency is applicable to logistics service providers to conduct purchasing activities. Practitioners should be capable of applying knowledge of purchasing to perform the tasks of monitoring merchandising activities.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of purchasing</p> <ul style="list-style-type: none"> <li>• Know about the principles of purchasing</li> <li>• Know about the principles of product management</li> <li>• Know about the business environment</li> <li>• Understand relevant regulatory requirements</li> <li>• Understand company policy and requirements</li> </ul> <p>2. Analyse market</p> <ul style="list-style-type: none"> <li>• Identify and analyse relevant policy and procedures in relation to product management</li> <li>• Monitor customer requirements to evaluate customer needs and market trends</li> <li>• Research new products/services</li> <li>• Identify, evaluate, implement and review opportunities to enhance business opportunities</li> <li>• Monitor product range to identify seasonal variations and demand for individual items</li> <li>• Monitor market competition</li> </ul> <p>3. Analyse factors affecting business levels and range requirements</p> <ul style="list-style-type: none"> <li>• Apply relevant techniques/tools to identify factors that affect business volume and report on existing and potential business losses and dissipation that impact on business operations</li> <li>• Analyse company sales figures to identify the contribution of product lines</li> <li>• Determine product requirements and product mix</li> <li>• Determine future directions for product ranges in accordance with company policy (e.g., sales growth, and customer profile)</li> </ul> <p>4. Plan product ranges effectively</p> <ul style="list-style-type: none"> <li>• Develop and implement purchasing plan with reference to outcomes of analysis</li> <li>• Determine future directions for product ranges</li> <li>• Liaise with relevant personnel to co-ordinate marketing and promotional activities</li> <li>• Analyse company sales figures to determine contribution rates</li> <li>• Refer to historical figures, and predictions on demand and profit to identify investment levels</li> <li>• Identify and act upon contribution improvement opportunities.</li> <li>• Determine product requirements and product mix in accordance with company policy.</li> <li>• Determine product levels in accordance with seasonal variation, special events, and supplier lead time</li> <li>• Analyse, evaluate and adjust product range and sources of supply where appropriate</li> </ul>

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Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none"><li>• Capable of identifying and analysing company products and marketing policy and procedures;</li><li>• Capable of analysing factors affecting business levels and range requirements; and</li><li>• Capable of developing, implementing and evaluating merchandising activities</li></ul>
Remark	