

**Specification of Competency Standards**  
**for the Manufacturing Technology.**  
**Unit of Competency.**

**Functional Area - Administrative Management**

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| <b>Title</b>      | Formulate enterprise development strategies, consider cultural conditions of both domestic and international markets and results of competitive analysis, and formulate medium-and long-term development goals and measures for enterprise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Code</b>       | 106605L6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Range</b>      | This unit of competency is applicable to the administrative management departments / administration departments, process design and development departments / engineering departments, product manufacturing departments / production departments, and product quality monitoring and testing departments / quality control departments of enterprises in the manufacturing technology industry. Practitioners should be capable to formulate long-term and short-to-medium-term enterprise development goals and strategies based on the analysis of domestic and international market cultures and competitive environments, and ensure employees clearly understand these goals and strategies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Level</b>      | 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Credit</b>     | 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Competency</b> | <p><b>Performance Requirements</b></p> <ol style="list-style-type: none"> <li>Understand relevant knowledge of formulate enterprise development strategies <ul style="list-style-type: none"> <li>Understand the enterprise's product characteristics, target customers, and its advantages in manufacturing technology and operational governance</li> <li>Understand analytical methods for evaluate enterprise management systems and operational models, include SWOT analysis, etc.</li> <li>Understand industry benchmarks</li> <li>Understand the status and level of other competitors in the industry</li> </ul> </li> <li>Formulate enterprise development strategies <ul style="list-style-type: none"> <li>Able to conduct level analysis of enterprise management systems and operating models, include detailed and in-depth SWOT analysis</li> <li>Able to analyse the level of enterprise technology and equipment</li> <li>Able to collect and analyse data on the development of other competitors in real time for reference, and compare, study, and evaluate the gaps with industry benchmarks</li> <li>Able to formulate enterprise development goals</li> <li>Able to examine the enterprise's mission, vision, and core values</li> <li>Able to formulate long-term and short-to-medium-term enterprise development strategies, include enterprise development strategy, business operation strategy, human resource management strategy, financial strategy, service development strategy, risk management strategy, and enterprise communication channels</li> </ul> </li> <li>Professional handling of enterprise development strategy formulation <ul style="list-style-type: none"> <li>Able to ensure enterprise's policies are aligned with the latest developments</li> <li>Able to comply with local laws and regulations to protect the rights and interests of businesses</li> <li>Able to formulate enterprise development strategies, prevent any abuse of power or fraudulent behavior</li> </ul> </li> </ol> |

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| <b>Assessment Criteria</b> | <p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"><li>• Able to base on the enterprise’s strengths and capabilities, as well as market conditions, it can formulate appropriate long-term and short-to-medium-term enterprise development strategies</li><li>• Able to review, adjust, and optimise enterprise development goals, and adapt to changes in mission, vision, and core values</li></ul> |
| <b>Remark</b>              | <p>This is the updated version of UoC 106605L7</p>                                                                                                                                                                                                                                                                                                                                                                                                              |