



**Australian Government**

# **TLIP5004 Develop a transport and logistics business plan**

**Release: 1**

# TLIP5004 Develop a transport and logistics business plan

## Modification History

Release 1. This is the first release of this unit of competency in the TLI Transport and Logistics Training Package.

## Application

This unit involves the skills and knowledge required to develop a business plan for an organisation or a discrete business unit in the transport and logistics industry, in accordance with relevant Australian and international regulatory requirements, standards, codes of practice and workplace procedures.

This includes conducting a situational and market analysis, analysing the organisational environment, developing appropriate strategies, and implementing and evaluating the resulting business plan.

Work is under general guidance on progress and outcomes. It requires discretion and judgement for self and others in planning and using resources, services and processes to achieve required outcomes.

The unit generally applies to those with responsibility for resource coordination and allocation, and who lead individuals or teams.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

## Pre-requisite Unit

Not applicable.

## Competency Field

P – Administration and Finance

## Unit Sector

Not applicable.

## Elements and Performance Criteria

### ELEMENTS

Elements describe the essential outcomes.

#### 1 Conduct a situational

### PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1.1 Transport and logistics business's principal services, markets, products and the factors that distinguish the business and

**and market analysis**

contribute to its success are identified

- 1.2 Transport and logistics business/operating environment is defined and reviewed using information from staff members, customer feedback and external sources
- 1.3 Qualitative and quantitative market analysis data is documented
- 1.4 Target markets and relevant regulatory requirements are identified
- 1.5 Impact of transport and logistics business on market is recorded and projected change in market and/or services during the life of the plan is projected
- 1.6 Competitors, customer perceptions and market share of existing competitors operating in the transport and logistics industry are identified
- 1.7 Proposed business focus on specific target markets, pricing, sales and appeals are defined
- 1.8 Potential profitable opportunities are identified and documented

**2 Analyse organisational environment**

- 2.1 Current transport and logistics business operations, practices, work flow, equipment and facilities are analysed
- 2.2 Organisational capability in terms of technology, research, development and tools is outlined
- 2.3 Current resources and resources that may be accessed to meet identified opportunities for business operations are evaluated
- 2.4 Developments in technology predicted within the lifetime of the business plan are evaluated and analysed
- 2.5 Organisational capability in terms of staff, equipment, facilities, operational systems and financial status are assessed for strengths and weaknesses
- 2.6 Costs of making operational adjustments in relation to existing and new business to influence improved profitability and positioning are reviewed
- 2.7 Premises for decisions are documented, potential circumstances which may alter the environment are identified and contingency provisions are made

- 3 Develop strategies**
- 3.1 Benchmark goals are documented and checked for realism in terms of internal and external environmental factors
  - 3.2 Decisions and adjustments regarding resource allocation for products and services are made, based on external and internal analyses
  - 3.3 Organisational adjustments are documented and implementation strategies are established
  - 3.4 Projections of profit and loss or income statements per quarter until break-even point are constructed for the whole organisation and each cost centre
  - 3.5 Business plan, including performance indicators, is finalised in accordance with enterprise requirements and is circulated to stakeholders
  - 3.6 Questions and feedback from stakeholders are responded to promptly and, where appropriate, incorporated into the plan
- 4 Implement and evaluate business plan**
- 4.1 Implementation plans for the management of workplaces, staff, business operation and operational systems are monitored and, where required, adjustments to the plans are made
  - 4.2 Current and future marketing strategies and areas of specialisation are detailed and implemented
  - 4.3 Organisational performance in relation to identified performance indicators is regularly monitored and reviewed

## Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

## Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions can be found in the Companion Volume Implementation Guide.

## Unit Mapping Information

This unit replaces and is equivalent to TLIP5004A Develop a transport and logistics business plan.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=df441c6e-213d-43e3-874c-0b3f7036d851>