



**CATAPULT**

# TLIP5004

Develop a transport and logistics business plan

## Table of Contents (Extract)

**NOTE:** This is a sample only. This cover page is not included in Catapult Smallprint's printed books.

This Table of Contents extract is taken from Catapult Smallprint's full hardcopy Trainer/Assessor Guide for the unit TLIP5004.

For more information, including using our enhanced online version of this unit in Catapult LMS, or to purchase the Learner or Trainer printed books, please see this unit on our website by clicking this link:

<https://catapultlearning.com.au/product/TLIP5004/>

# Trainer/assessor guide

## TLIP5004

### Develop a transport and logistics business plan

#### Welcome to this unit of study

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.

It may be undertaken as:

- » part of a formal qualification nationally recognised through the Australian Qualifications Framework (AQF)
- » a stand alone unit
- » part of a formal skill set

# Contents

About this trainer/assessor guide .....	4
Learning resource.....	5
Topic 1: Conduct a situational and market analysis .....	5
Identifying the business's services, markets, and products .....	5
Defining the business and its operating environment.....	9
Qualitative and quantitative market analysis.....	11
Identifying target markets and regulatory requirements.....	16
Identifying competitors their market .....	21
Defining business focus on target markets.....	28
Identifying opportunities .....	34
Check your understanding .....	37
Topic 2: Analyse organisational environment .....	39
Analysing current business operations.....	39
Evaluating current resources .....	43
Predicting technology developments.....	46
Reviewing the costs of making operational adjustments.....	48
Documenting the premises for decisions.....	55
Check your understanding .....	59
Topic 3: Develop strategies .....	61
Benchmarking .....	61
Allocating resources .....	64
Profit and loss, income statements and break-even point.....	67
Finalising a business plan and performance indicators .....	76
Responding to stakeholders.....	87
Check your understanding .....	91
Topic 4: Implement and evaluate business plan .....	93
Monitoring implementation plans and making adjustments .....	93
Detailing marketing strategies .....	95
Monitoring performance in relation to performance indicators .....	103
Check your understanding .....	107
References.....	109
Assessment workbook .....	111
Unit information .....	113
What is competency-based assessment?.....	114
How will my competency be assessed?.....	115
Assessment agreement .....	116
Foundation skills checklist.....	117
Skills recognition.....	118
Topic 1: Conduct a situational and market analysis .....	119
Topic 2: Analyse organisational environment .....	120
Topic 3: Develop strategies .....	121
Topic 4: Implement and evaluate business plan .....	122

<b>Knowledge questions .....</b>	<b>123</b>
Topic 1: Conduct a situational and market analysis .....	124
Topic 2: Analyse organisational environment .....	132
Topic 3: Develop strategies .....	140
Topic 4: Implement and evaluate business plan .....	146
Topic 5: Specific knowledge evidence.....	149
<b>Performance tasks.....</b>	<b>160</b>
Third party evidence collection agreement .....	161
Topic 1: Conduct a situational and market analysis .....	162
Topic 2: Analyse organisational environment .....	164
Topic 3: Develop strategies .....	166
Topic 4: Implement and evaluate business plan.....	168
<b>Completion record.....</b>	<b>170</b>
<b>Unit mapping.....</b>	<b>171</b>
<b>Trainer/ assessor user instructions.....</b>	<b>177</b>

# About this trainer/assessor guide

## Learning resource

The learning resource is divided into the following topics:

- » Conduct a situational and market analysis
- » Analyse organisational environment
- » Develop strategies
- » Implement and evaluate business plan

Each topic provides information to help you gain the skills and knowledge required to perform the work tasks to which they refer. Read the information and practise the skills described. You should also take the opportunity to undertake additional independent research. Your trainer/assessor may also provide supplementary information including interpretation of the contents of this resource.

At the end of each topic is:

- » a set of true or false questions
- » a set of multiple choice questions

These questions provide an opportunity to check your understanding and progress. They are self-marking and do not form part of the assessment for the unit.

## Assessment workbook

To have this unit recognised as a formal qualification you need to have your skills and knowledge assessed. The assessment workbook provides:

- » information on competency-based assessment
- » instructions on how you will be assessed
- » assessment tools to assess your competence
- » instructions on how to complete the assessment tasks within each assessment tool

To be assessed as competent you need to provide evidence that you have the skills and knowledge to undertake the requirements of this unit. This assessment of competency is made by a qualified trainer/assessor from a registered training organisation. You must complete all the assessments as directed by your trainer/assessor to the required standard. It is not necessary to work through the guide in the order in which it is written. However this is at the discretion of your trainer/assessor.

## Disclaimer

Information contained in this resource is drawn from sources believed to be reliable. The firm, its employees, agents and contractors do not warrant the correctness of the sources used and accept no responsibility to any person for any errors or omissions or for any loss or damage howsoever caused from the use of this resource.