

Competence matrix for the area of foreign trade					Enterprise economics and marketing (BG)				
Competence area (core work processes)		Steps of competence development / competences for work tasks							
<b>1. Organizing and conducting the process of selling products and services</b>		He/She can analyse the customer needs by enquiries and deal with well defined customer orders regarding established product portfolios (including explain products, services and delivery process). He/She can prepare corresponding quotations and provide the shipping process (e.g. clarify disposability of products and shipping possibilities, fill out formulars like packing list and certificate of origin). He/She can provide prices and conditions in given frameworks to known customers. Standard questions concerning the order, delivery and payment process from customers can be answered.	He/She can initiate the customer order through making offers based on his needs. He/She can analyze the spezifications of the customers enquiry and clarify all delivery conditions. He/She is able to negotiate prices, delivery conditions (time, kind of shipping etc.) with the customer. He/She can prepare information (write reports, build presentations) about customer needs, product/service specifications, market situation and delivery conditions for the management and provide relevant contracts and agreements. He/She can arrange the delivery of goods and services as parts of the SOP. He/She can check the payment process and handle standardized payment procedures (e.g. L/C). He/she is able to organise and provide the information flow (e.g. by factory tours, producing reports, ...) required by customers and/or sales partners in order to present the own production facilities. Within this process he/she should be able to answer upcoming questions, preferable in multiple languages.	He/She can advice customers, clearly ordering problems and socialize with persons in relevant institutions (e.g. distributor services, trade information centers, chambers of commerce, ...) to find possibilities for sale. He/She can compare offers from competitors and arrange suitable quotations together with other companies. He/She can arrange the process of negotiation taking into account all aspects (price, contract, delivery, insurance, legal regulations, preferential tariff rate, payment).	He/she can find solutions for delivery problems, financing and contractual difficulties; especially cooperate with freight forwarders, joint venture partners. He/She can organize payment processes including handling of outstanding payments as well as to clarify contractual penalties. He/She can follow up the selling process, prepare statistics and design strategies to achieve customer satisfaction (reporting customers' reactions; handle upcoming claims taking into consideration a cost-effective solution). He/she can organise and accomplish product trainings for sales partners and customers and can represent the own company during trade fairs. He/she is able to arrange and accomplish business trips, in order to find further sales possibilities, to reinforce customer relationships or to regulate claims.				
<b>2. Ensuring the process of purchasing</b>		He/She can order well defined lots and products (known products, supplier and shipping ways) with the help of enterprise resource planning (ERP like SAP/Navision) systems. He/She can handle ordering documents and ensure the information flow to different departments and companies.	He/She can observe purchasing processes and compare offers in terms of prices, quality and delivery conditions. He/She can analyse the distribution market and carrying through regional market analysis for ensuring suitable purchasing processes (benchmarking, brands, product areas, different cargo enterprises). He/She can negotiate prices and delivery conditions. Depending on the status of delivery he/she can ensure that the seller is provided with and using the right forms and all necessary documents are on the way (e.g. waybills: CMR, airway bill, B/L, invoice, certificate of origin, export declaration, letter of instructions for the seller, packing list).	He/She can analyse the purchasing process to decide about fitting sellers, suitable products in case of material / services for production and the best transport company and transport process taking into account delivery conditions (time, price, transport conditions needed for different goods ...). He/She is able to calculate transport costs and to solve problems concerning missing informations, clarifying right documents, payment process and arrangement of delivery failures (like loss of transport company).					
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<b>3. Organizing the package,</b>		He/She can organize the transport process by	He/She can manage the stock and the	He/She can analyse types of packaging and choose					

	1 <sup>st</sup> year		2 <sup>nd</sup> year		3 <sup>rd</sup> year		Not applicable
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<b>the storage of goods as well as transport processes (logistics)</b>	identifying the stock location, assign the packing and the delivery of goods to cargo company taking into account weights, measures, transport conditions, customer wishes and needs for adaptation for the foreign market (e.g. (language)-labeling). He/She is able to coordinate the different companies and departments for selling, purchasing, transport and installation abroad.	logistic processes by using ERP software to ensure enough goods are in stock, cargo companies are available and shipping possibilities are proved. He/She can organize the distribution process by commissioning production orders and steering of production tasks.	best fitting packages and ways of transport for products (considering delivery destinations, delivery time, routes of transport). He/She is able to issue export documents (e.g. export declaration, EUR.1, ...) taking into account shipping regulations, handling rules and ensuring compliance with environmental and safety standards. He/She organize fitting marking of products and packages (country, weight, number, size, handling etc.).	
<b>4. Coordinating and conducting the flow of documents and financial transactions</b>	He/She can document and archive all correspondence concerning market research, selling, purchasing, financial transaction, logistic processes and cooperation affairs. For this purpose he/she is able to use suitable communication and conferencing systems as well as database driven archiving and distribution systems.	He/She can ensure bookkeeping of all processes (finance, assets, personal, storage and logistics) taking into account the efforts of foreign markets. He/She can provide statistics for reports and attach transactions to cost units and center.	He/She can observe the process of financial transactions and initiate necessary interventions like reminders and dunning letters.	
<b>5. Supporting of internal business processes for sales and purchasing including quality management</b>	He/She can arrange the administration processes for financial transactions, delivery etc. and monitor procedures of coordination between different departments taking into account religion, cultural and language aspects.	He/She is able to carrying through typical quality management tasks to ensure correctness and integrity of documents for selling, storage, transport and purchasing of goods. He/She can ensure well functioning business processes by providing all colleagues and departments with information about changing selling, purchasing and transport conditions (e.g. port handling tariffs, taxes) and he/she is able to take actions to safeguard processes (e.g. insurance, licence, ...).	He/She is able to initiate projects concerning new business processes, to export or import new goods and concept development for widening and restructuring product portfolios and services. He/She is able to carrying through related risk analysis.	
<b>6. Observing and analyzing foreign markets and foreign contexts</b>	He/She can collect information (company data like market share, turnover or history, current buyers, suppliers) and produce statistics and figures as requested by the company.	He/She is able to find out specific strengths, requirements to determine the own market position. He/She can use marketing tools for analysing market (e.g. SWOT analysis, competitor analysis, ...) on predefined information needs. Declared market players and institutions can be found in different foreign countries. He/She can prepare information about foreign markets, taking into account known indicators for market development (e.g. growth rate, productivity, ...).	He/She is able to analyse the results of market surveys and find indicators for customer wishes and future developments as well as for comparism the own company with competitors. The risks of different financial, delivery and import/export structures can be identified. Different product portfolios and possibilities and risks for selling and purchasing those can be estimated.	He/She can undertake market research in new markets and countries and implicate respective culture, religion, law (esp. intellectual property rights, trademarks) and regulations. He/She can monitor market trends systematically. He/She can identify strategic context factors and analyze them regarding their consequences for acting in these markets. He/She is able to present results in team and strategic meetings.

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<b>7.Establishing cooperation structures with international partners</b>	He/She is able to contact agents, international partners and official institutions (e.g. customs authorities) for organising and coordinating standardised selling and purchasing processes (e.g. arrangement of dates, collecting information about persons, flows and status of delivery, shipping ...).	He/She is able to find new possible partners and to provide and coordinate cooperation possibilities and meetings with them.	He/She can arrange joint ventures and provide contractual details (e.g. technology licensing, patents, trademarks, intellectual property rights, conditions). He/She can identify barriers, tax and financial conditions and other information for decision processes like establishing own sales agencies, shops or the distribution of responsibilities between partners. For these task he/she can cooperate with experts from different fields (lawyers, consultants) for getting advice.

Abbreviations:

BOL B/L	Bill of lading
CMR	Convention relative au contrat de transport international de marchandises par route (Frachtbrief)
ERP	Enterprise Resource Planning
L/C	Letter of Credit
SOP	Sales Order Process
SWOT	Strengths, Weaknesses, Opportunities, Threats
EUR 1	EUR 1. movement certificate

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