2022 ChinaSkills Competition

Test Project of Freight Forwarding

2022年全国职业院校技能大赛

货运代理项目试题

Module 1 CUSTOMER ACQUISITION

**Competition Time:**

**3.0 Hours**

### INTRODUCTION

### Module 1 is mainly to examine the freight forwarder’s skills in collecting goods.

### DESCRIPTION OF PROJECT AND TASKS

In this module, there are 3 tasks that need to be completed and submitted within the test time:

1. To clarify the allocation obligation & charges of incoterms.

2. To evaluate five companies according to certain specifications and then write an E-mail to the company with the highest score to establish a business relation.

3. To watch a video about a company and answer the questions orally in English.

### MARKING SCHEME SUMMARY

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SUBMODULE** | **STANDARD** | **SUBJECTIVE** | **OBJECTIVE** | **TOTAL** |
| **T1** | INCOTERMS | 0 | 4 | 4 |
| **T2** | CHANNEL EXPANSION | 0 | 6 | 6 |
| **T3** | CUSTOMER ANALYSIS | 5 | 0 | 5 |
| **Total** |  | **5** | **10** | 15 |

### INSTRUCTIONS FOR THE COMPETITOR

The folder [M1] contains 2 subfolders, [M1\_01\_MATERIAL PACKAGE] and [M1\_02\_ ANSWER SHEET]. Please read the given material of [M1\_01\_MATERIAL PACKAGE] and complete the answer sheet in [M1\_02\_ANSWER SHEET]. After that, please rename the folder [M1\_02\_ ANSWER SHEET] as [XX\_ M1\_ 02\_ ANSWER SHEET]（XX refers to the competitor number.

# task 1 INCOTERMS

Please identify obligations and charges of the seller or buyer according to the trade term listed, and fill in *seller or buyer* in corresponding blanks. If the obligation and charges are negotiable, please write *negotiable* in corresponding blanks. After finishing the task, please rename the File [M1\_ T1\_02\_ ANSWER SHEET] as [XX\_ M1\_ T1\_02\_ ANSWER SHEET]（XX refers to the competitor number）, and then please print the answer sheet and sign your competitor number.

# task 2 CHANNEL EXPANSION

After reading the document [CUSTOMER INFORMATION] and [INTRODUCITON TO CHINA SEAWEALTH FREIGHT FORWARDING CO., LTD.], please evaluate the companies according to the standards given in the document [GRADING SCALE]. Then please finish the document [M1\_ T2\_01\_ ANSWER SHEET]. After that, please write a letter to the company with the highest score to establish business in [M1\_T2\_02\_ANSWER SHEET] in name of MS. LISA xi, the manager of CHINA SEAWEALTH FREIGHT FORWARDING CO., LTD. FUZHOU OFFICE , Real names are not allowed.

# TASK 3 CUSTOMER ANALYSIS

# Please watch a video about a company and then make a three-minute oral presentation to the

# MS. Linda huang ,Marketing Manager in name of MS. LISA xi, the manager of CHINA SEAWEALTH FREIGHT FORWARDING CO., LTD. FUZHOU OFFICE

# In the presentation, you need to list the basic information of the customer and clarify whether the company is your target customer or not , and then answer one or two questions orally in English.