## TSC Category
Business and Organisational Management

## TSC
Business Planning Management

## TSC Description
Develop business plans by analysing growth opportunities, evaluating the business environment and upkeeping sustainable competitive advantages

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<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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<td>ECM-BIN-5004-1.1</td>
<td>ECM-BIN-6004-1.1</td>
<td>Formulate the development of business plans by identifying business opportunities, analysing impact of the business environment and the potential profitability and sustainability of new business opportunities</td>
<td>Drive business growth by evaluating opportunities locally and internationally to ensure profitability and sustainability of businesses</td>
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### Knowledge
- Business planning principles and practices
- Methods of reviewing market growth opportunities
- Marketing principles and practices
- Change management principles and practices
- Business planning tools
- Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis methods
- Ethics and corporate social responsibility principles
- Principles of developing entrepreneurial skills
- Anti-bribery and corruption principles
- Business decision making theories and concepts
- Strategic business planning processes, tools and techniques
- Business environment mapping, monitoring and evaluation techniques
- Legal, regulatory, ethical and socio-cultural constraints
- Methods of linking business plans, financial plans and budgets
- Methods of identifying funding requirements in financial planning including profit and loss (P&L) and cash flow forecast development
- Methods of financial risk management
- Competitive advantage theories and strategies
- Stakeholder management methods
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<th>Abilities</th>
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<td>• Identify business opportunities in accordance with strategic needs of the organisation</td>
<td>• Analyse how the external and internal business environment will impact business growth opportunities</td>
<td>• Analyse potential profitability and sustainability of business opportunities in consultation with relevant stakeholders</td>
<td>• Develop business plans with relevant internal and external stakeholders and communicate these plans across all levels of the organisation</td>
<td>• Implement business action plans and monitor business performance against organisational targets and goals</td>
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